

FACTORS THAT INFLUENCE BEHAVIORAL INTENTION USERS OF THE E-COMMERCE APPLICATION SHOPEEFOOD IN JAKARTA

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Abstract : *This study aims to examine the influence of Attitude, Subjective Norms, Perceived Behavioral Control, and Trust on the Behavioral Intention of ShopeeFood users in Jakarta. The research employs a descriptive and causal approach. Data were collected through an online questionnaire distributed to respondents who are active ShopeeFood users and meet specific criteria. The sampling technique used was purposive sampling with a total of 170 respondents. Variables were measured using a five-point Likert scale, and the data were analyzed using multiple linear regression with statistical software. The results show that Subjective Norms and Trust have a significant influence on Behavioral Intention, while Attitude and Perceived Behavioral Control do not have a significant effect .*

Keywords : *attitude, behavioral intention, perceived behavioral control, subjective norms, trust.*

INTRODUCTION

The food delivery industry in Southeast Asia has experienced rapid growth in recent years. This development cannot be separated from the increasing adoption of digital technology in everyday life, especially after the COVID-19 pandemic, which significantly changed people's consumption patterns. Initially introduced as a solution during periods of limited mobility, food delivery services have now become part of the lifestyle of modern urban communities who demand speed, convenience, and flexibility in meeting their daily needs.

Geographically, the food delivery market in Southeast Asia is dominated by countries with large populations and high internet penetration. Indonesia is the largest contributor to the total value of food delivery transactions in the region, followed by Thailand

and the Philippines. Countries such as Singapore, Malaysia, and Vietnam also play an important role despite their smaller market scale. This phenomenon shows that the growth of the food delivery industry is not only determined by demographic factors, but also by the readiness of the digital ecosystem and local consumer preferences for online services.

ShopeeFood, as part of the Shopee e-commerce ecosystem, has shown significant growth in the industry. A report from Momentum Works notes that ShopeeFood's gross merchandise value (GMV) has jumped more than 50 percent in the past year. This growth has been driven primarily by aggressive expansion in Indonesia, with an estimated market share of 18 percent. This strategy has successfully optimized the strength of Shopee's established

ecosystem and leveraged system integration and efficient user experience.

This trend is also supported by the growth of internet penetration in Indonesia. Based on the data in Table 1.3, the number of internet users increased from 171.17 million people in 2019 (64.8 percent penetration) to 221.56 million people in 2024 (79.5 percent penetration). The wider access to the internet has driven significant changes in consumer behavior, particularly in the adoption of digital services such as e-commerce and food delivery.

Data from the [APJII Survey \(2025\)](#) also reinforces this argument by noting an increase in the score for reasons for using the internet for online transactions from 2.95 (2021) to 2.98 (2024). This indicates that people are becoming more accustomed to and trusting of digital services, including online food ordering through platforms such as GrabFood, GoFood, and ShopeeFood.

Based on the [Kontan Data Center \(2024\)](#), the value of e-commerce transactions in Indonesia has increased dramatically from IDR 205.5 trillion (2019) to IDR 487.01 trillion (2024). The pandemic has been the main catalyst for the shift in people's shopping behavior from conventional to digital ([Data Center, 2024](#)). Data from [BPS \(2025\)](#) reinforces this trend by showing that the food category has increased its contribution to e-commerce sales from 30.95 percent (2019) to 44.50 percent (2023), confirming the shift in public consumption towards digital platforms to meet food needs. Especially in urban areas such as Jakarta, BPS data shows that the average monthly food expenditure per capita increased from IDR 944,687 (2020) to IDR 1,108,228 (2024). This indicates an increase in people's purchasing power and consumption, which has driven the widespread use of services such as ShopeeFood.

ShopeeFood itself was launched in mid-2020 and has shown impressive performance despite being a relative newcomer. Data from the Annual Reports of GoTo, Grab, and Sea

Group shows ShopeeFood's user growth from 3 million (2020) to 15.2 million (2023). Gross sales value also increased from US\$ 0.3 billion to US\$ 0.7 billion in the same period. However, there was a decline in the average transaction value per user, indicating a shift in consumer behavior after the pandemic. People are now returning to their outdoor activities and reducing the intensity of online food orders, so ShopeeFood's challenge is not only to maintain the number of users but also to encourage their loyalty and transaction value.

ShopeeFood offers a food ordering service integrated into the Shopee app, complete with tracking features, a wide selection of restaurants, and attractive discounts. In big cities like Jakarta, this platform has become one of the major players in the increasingly competitive food delivery industry. However, changes in consumer preferences after the pandemic make it important to re-examine the factors that influence users' behavioral intentions toward this service.

Research by [Hamid et al., \(2023\)](#) in India used the integration of the Theory of Planned Behavior (TPB) with Trust to analyze consumer Behavioral Intention in using food delivery services during the pandemic. The results of the study show that Attitude, Subjective Norms, and Trust have a significant effect on Behavioral Intention, while Perceived Behavioral Control is not significant. However, this model has not been widely tested in the post-pandemic context in urban areas with unique characteristics such as Jakarta, which has a high level of technology adoption and complex service competition.

This study is a replication of the [2023 study by Sheeba Hamid, Mohd Azhar, and Sujood entitled "Behavioral intention to order food and beverage items using e-commerce during COVID-19: an integration of theory of planned behavior \(TPB\) with trust"](#) conducted on e-commerce food delivery as the research object. The context of Jakarta as a metropolitan city presents both challenges and opportunities

in understanding the factors that determine consumers' behavioral intention toward food delivery services post-pandemic.

Several previous studies support this theoretical framework. [Gallardo et al., \(2024\)](#) found that Attitude and Subjective Norms had a positive effect on Behavioral Intention, while Perceived Behavioral Control did not. [Leong et al. \(2023\)](#) stated that all three TPB factors-Attitude, Subjective Norms, and Perceived Behavioral Control-have a positive effect. Similar findings were reported by [Sujoed et al. \(2023\)](#), who concluded that in addition to the three TPB factors, Trust also has a positive effect on Behavioral Intention.

The urgency of this study lies in the importance of understanding the psychological factors that influence consumers' behavioral intentions toward food delivery services, particularly ShopeeFood, in the post-pandemic period when there has been a shift back to offline consumption patterns. Although ShopeeFood experienced rapid growth during the pandemic, the downward trend in transaction value per user indicates that maintaining consumer loyalty requires a data-driven strategic approach. Using the Theory of Planned Behavior (TPB) framework, which is expanded with the variable of trust, this study aims to empirically analyze the influence of attitude, subjective norms, perceived behavioral control, and trust on the behavioral intention of ShopeeFood users in Jakarta. The results of this study are expected to contribute theoretically to the development of digital consumer behavior models and serve as a basis for strategic decision-making by service providers to improve user retention and satisfaction.

Grand Theory (Theory of Planned Behavior - TPB)

The Theory of Planned Behavior (TPB) was developed by Ajzen (1988) in ([Hamid et al., 2023](#)) and explains that a person's intention to perform a behavior is influenced by three main components: Attitude, Subjective Norms, and

Perceived Behavioral Control. This theory has been widely used in the context of food delivery app usage, where positive attitudes toward the service, social norms from the environment, and perceived self-control influence consumers' intentions and actual behavior. Research by [Kim & Hwang \(2020\)](#), [Troise et al., \(2020\)](#) and others confirms that TPB is relevant for understanding decisions regarding the use of digital services, particularly in predicting Behavioral Intention based on experience, trust, and interactions between psychological and social factors.

Behavioral Intention

According to [Sulaiman & Haron \(2013\)](#) in [Hamid et al., \(2023\)](#) Behavioral Intention is a person's intention or tendency to perform a certain action, which is influenced by positive experiences, attitudes, social norms, and perceptions of control over that behavior. This intention is a key indicator of actual behavior, including in the context of online food ordering. Someone who has a strong intention is more likely to realize that behavior, such as buying a product or using a digital service. Factors such as customer satisfaction, perception of the brand, and trust in online stores also strengthen behavioral intention, which ultimately supports loyalty and continued use of a service.

The Behavioral Intention dimension covers four main aspects according to [Hamid et al. \(2023\)](#), namely: Usage Intention, which describes the intention to immediately use the service; Continuance Intention, which indicates a tendency to continue using the service consistently; Recommendation Intention, which refers to the desire to recommend the service to others; and Preference Intention, which reflects the conscious choice and preference of users for a particular platform over other alternatives.

Attitude

According to Fishbein and Ajzen (1975) in [Hamid et al. \(2023\)](#), attitude is an individual's positive or negative evaluation of a behavior, which influences the extent to which they are

inclined to perform that behavior. This attitude is formed from cognitive beliefs, feelings toward the object, as well as personal experiences and assessments. In the context of food delivery applications, a positive attitude will increase the likelihood of using the service, while a negative attitude can be an obstacle. Attitude is also related to consumer experience, perceptions of efficiency, and satisfaction with the product or service, making it an important determinant in the formation of behavioral intent.

The four main dimensions of attitude according to [Hamid et al. \(2023\)](#) are: usefulness, which reflects the practical benefits of the service; enjoyability, which indicates the level of pleasure and comfort when using the service; perception efficiency, which relates to efficiency in the ordering process and time; and convenience, which describes the ease and flexibility of the service without location or time constraints.

Subjective Norms

According to [Ajzen \(1991\)](#), Subjective Norms are the social pressure felt by an individual to engage in or refrain from a certain behavior, based on the views or expectations of those closest to them, such as family, friends, or their social environment. These subjective norms play a major role in influencing intentions and attitudes towards behavior, including the use of food delivery services, because social opinion and approval are often driving forces in the decision-making process.

The dimensions of Subjective Norms according to [Hamid et al. \(2023\)](#) consist of: Family Influence, which is the influence of family on the decision to use the service; Friends' Opinion, which is the influence of friends on preferences and usage habits; Social Pressure, which is indirect social pressure to follow trends or common habits; and Perceived Approval, which reflects the belief that the behavior will be approved by the immediate social environment.

Perceived Behavioral Control (PBC)

According to [Ajzen & Madden \(1986\)](#), [Hamid et al. \(2023\)](#), Perceived Behavioral Control (PBC) is an individual's perception of the ease or difficulty of performing a behavior, including the extent to which they feel capable and in control of that behavior. In the context of digital services such as food delivery, Perceived Behavioral Control includes beliefs about technical capabilities, access to technology, and external factors that support or hinder behavior. Perceived Behavioral Control also determines behavioral intention and realization, and is closely related to Self-Efficacy and perceptions of self-control over the environment.

According to [Hamid et al. \(2023\)](#), the dimensions of Perceived Behavioral Control consist of: Ease of Use, which is the perception of ease in using the service; Resource Availability, which is the availability of resources such as devices and the internet; Self-Efficacy, which describes the belief in one's own ability to operate the application; and Access Flexibility, which is the assumption that the service can be accessed anytime and anywhere flexibly.

Trust

According to [Pavlou \(2002\)](#), [Hamid et al. \(2023\)](#), trust is consumers' belief that service providers, such as food delivery apps, will act reliably, honestly, and as expected, especially in terms of transaction security, service quality, and provider integrity. In the digital context, trust is a key factor in building behavioral intent because consumers cannot see the product or service provider directly. Therefore, trust is closely related to risk perception, user experience, and platform reputation. The higher the user's trust in the application, the more likely they are to continue using, recommending, and choosing the service consistently.

According to [Hamid et al. \(2023\)](#), the dimensions of trust include four main aspects: Reliability, which is the belief that the application will function consistently and without errors; Security, which relates to the protection of

personal data and transaction security; Privacy, which is the belief that user information will not be misused; and Service Quality, which reflects satisfaction with service performance, such as timely delivery and order accuracy.

Based on the above explanation, the research hypothesis is as follows:

- H₁: There is an influence of Attitude on Behavioral Intention among users of the ShopeeFood e-commerce application in Jakarta.
- H₂: Subjective Norms influence Behavioral Intention among users of the ShopeeFood e-commerce application in Jakarta.
- H₃: Perceived Behavioral Control influences Behavioral Intention among users of the ShopeeFood e-commerce application in Jakarta.
- H₄: Trust influences Behavioral Intention among users of the ShopeeFood e-commerce application in Jakarta.

RESEARCH METHOD

Research Approach and Type

This study uses a quantitative approach combining descriptive and causal research methods, as it aims to describe the phenomenon and test the influence of independent variables

(Attitude, Subjective Norms, Perceived Behavioral Control, and Trust) on the dependent variable (Behavioral Intention).

Research Population and Sample

The research was conducted on ShopeeFood app users in Jakarta, with a population covering all active users of the app. Sampling was carried out using non-probability sampling techniques, specifically purposive sampling, which is selecting respondents based on certain criteria: aged ≥ 18 years, living and having a Jakarta ID card, having an income, and having made at least one transaction in the last month on the ShopeeFood feature using their own account. The research sample consisted of 170 respondents.

Data Collection Technique

Data collection was carried out through an online questionnaire (Google Form) distributed via social media such as WhatsApp and Instagram. The data collected was primary, ie, directly from respondents, and measured using a 5-point Likert scale for each question item representing each research variable.

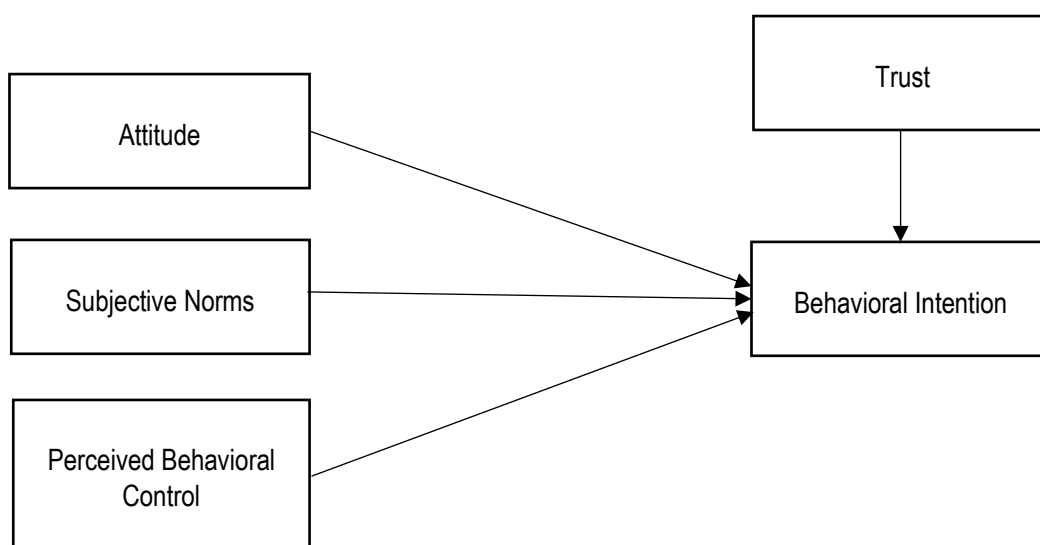


Figure 1. Research Model

Table 1. Variables and Measurements

No.	Variables	Question Indicator	Scale
1.	Attitude (X_1)	<ol style="list-style-type: none"> Using ShopeeFood to order food and drinks is a great idea after COVID-19. Using ShopeeFood to order food and drinks is a wise idea after COVID-19. I love the idea of ordering food and drinks using ShopeeFood after COVID-19. Using ShopeeFood to order food and drinks has been a pleasant experience post-COVID-19. 	Likert
2.	Subjective Norms (X_2)	<ol style="list-style-type: none"> People who influence my behavior will think that I should order food and drinks using ShopeeFood after COVID-19. People who are important to me think that I should order food and drinks using ShopeeFood after COVID-19. People I know expect me to order food and drinks using ShopeeFood after COVID-19. People whose opinions I value prefer me to use ShopeeFood to order food and drinks after COVID-19. 	Likert
3.	Perceived Behavioral Control (X_3)	<ol style="list-style-type: none"> I can order food and drinks using ShopeeFood after COVID-19. Using ShopeeFood to order food and drinks is completely under my control after COVID-19. I have the resources to order food and drinks using ShopeeFood after COVID-19. I have the ability to order food and drinks using ShopeeFood after COVID-19. I have the knowledge to order food and drinks using ShopeeFood after COVID-19. 	Likert
4.	Trust (X_4)	<ol style="list-style-type: none"> I trust ShopeeFood to order food and drinks after COVID-19. I'm pretty confident about what to expect from ShopeeFood for ordering food and drinks after COVID-19. Ordering food and drinks through ShopeeFood after COVID-19 is reliable. I ordered food and drinks through ShopeeFood after COVID-19 was confirmed. 	Likert
5.	Behavioral Intention (Y)	<ol style="list-style-type: none"> Ordering food and drinks through ShopeeFood after COVID-19 is reliable. I ordered food and drinks through ShopeeFood after COVID-19 was confirmed. I ordered food and drinks through ShopeeFood after COVID-19 was confirmed. I would highly recommend others to order food and drinks using ShopeeFood after COVID-19. 	Likert

Data Analysis Techniques

The data obtained was then analyzed using multiple linear regression methods with the help of SPSS version 29 software to determine the extent to which each independent variable affects the behavioral intentions of ShopeeFood users in Jakarta.

RESULTS

Respondent Characteristics Results

The descriptive statistics result shows that of the 170 respondents, the majority were in the 22–25 years age range, as many as 93 people (54.7 percent), followed by 18–21 years old as many as 55 people (32.4 percent). The rest were spread across the 26–29 years age group (9.4 percent), 30–33 years old (1.8 percent), and ≥34 years old (1.8 percent). Based on domicile area, the most respondents came from West Jakarta as many as 135 people (79.4 percent), followed by East Jakarta (9.4 percent), South Jakarta (5.3 percent), Central Jakarta (4.7 percent), and 1 person each from the Seribu Islands and North Jakarta (0.6 percent). In terms of occupation, the majority of respondents were employees as many as 83 people (48.8 percent), followed by students/university students 68 people (40 percent), entrepreneurs 13 people (7.6 percent), and others 6 people (3.5 percent). The highest income of respondents was in the category of Rp2,000,000 – Rp2,999,999 and Rp3,000,000 – Rp3,999,999, with 44 people (25.9 percent) each, followed by income of Rp1,000,000 – Rp1,999,999 (23.5 percent), Rp5,000,000 (15.3 percent), and Rp4,000,000 – Rp4,999,999 (9.4 percent).

The frequency of Shopee-Food use by respondents in the past month also varied, with the majority making transactions 3–4 times (50.6 percent), followed by 1–2 times (27.1 percent), and more than 5 times (22.4 percent). A total of 168 respondents (98.8 percent) admitted to being decision-makers in purchasing food and beverages through ShopeeFood. All respondents involved in this study were also active users who made purchases with personal

accounts and were consumers of the products they purchased. This data indicates that the selected respondents have met the *purposive sampling criteria* and are relevant for further analysis in the context of ShopeeFood e-commerce application user behavior.

Variable Characteristic Results

Based on the calculation results, the following data is obtained in Table 2.

Validity Test Results

Validity testing was conducted to determine the extent to which the questionnaire items represented the constructs or variables being studied. Based on the calculations, the validity test results are shown in Table 3.

Based on table 3, it can be seen that all independent and dependent variables in this study have a calculated *r* value greater than the table *r*, so it can be said that all question *items* in this study are valid and can be used to measure what should be measured.

Reliability Test Results

After all items were declared valid, a reliability test was conducted to determine the extent to which the research instrument produced consistent results when remeasured under the same conditions. Based on the calculations, the following reliability test results are presented in Table 4.

Based on table 4, it can be seen that the level of reliability of the Attitude (X1) and Subjective Norms variables is (X2), Perceived Behavioral Control (X3), Trust (X4), and Behavioral Intention (Y) have values greater than the line point (0.6). This shows that these variables can be said to be reliable and meet the requirements for use as a test tool.

Multiple Regression Analysis Results

Multiple regression is used to test the effect of more than one independent variable on a single dependent variable. According to [\(Bougie & Sekaran, 2019\)](#), Because the

regression coefficient indicates how important each independent variable is in predicting the dependent variable, multiple regression analysis offers an objective way to evaluate the strength and nature of the relationship between the

independent variables and the dependent variable. The following are the results of the multiple regression test in Table 5.

Table 2. Variable Characteristics

Variables	Indicator	Min.	Max.	Mean	Standard Deviation
Attitude	ATT1	3	5	4.56	.553
	ATT2	3	5	4.42	.632
	ATT3	2	5	4.58	.581
	ATT4	2	5	4.35	.648
Subjective Norms	SN1	2	5	4.35	.684
	SN2	1	5	4.42	.695
	SN3	1	5	4.22	.743
	SN4	2	5	4.31	.647
Perceived Behavioral Control	SN1	3	5	4.65	.513
	PBC2	3	5	4.44	.595
	PBC3	3	5	4.54	.576
	PBC4	3	5	4.65	.534
	PBC5	3	5	4.50	.557
Trust	TR1	3	5	4.52	.567
	TR2	3	5	4.64	.569
	TR3	3	5	4.44	.564
	TR4	3	5	4.54	.565
Behavioral Intention	BI1	3	5	4.67	.517
	BI2	3	5	4.44	.554
	BI3	3	5	4.60	.536
	BI4	3	5	4.62	.508

Source: Data Processing Results with SPSS (May 2025)

Table 3. Validity Test

Variables	Question Items	R Count	R Table	Results
Attitude	ATT1	0.604	0.126	Valid
	ATT2	0.620	0.126	Valid
	ATT3	0.416	0.126	Valid
	ATT4	0.653	0.126	Valid
Subjective Norms	SN1	0.726	0.126	Valid
	SN2	0.694	0.126	Valid
	SN3	0.714	0.126	Valid
	SN4	0.773	0.126	Valid
Perceived Behavioral Control	PBC1	0.583	0.126	Valid
	PBC2	0.644	0.126	Valid
	PBC3	0.620	0.126	Valid
	PBC4	0.555	0.126	Valid

Variables	Question Items	R Count	R Table	Results
Trust	PBC5	0.593	0.126	Valid
	TR1	0.768	0.126	Valid
	TR2	0.571	0.126	Valid
	TR3	0.487	0.126	Valid
	TR4	0.758	0.126	Valid
Behavioral Intention (Y)	BI 1	0.626	0.126	Valid
	BI 2	0.531	0.126	Valid
	BI 3	0.661	0.126	Valid
	BI 4	0.483	0.126	Valid

Source: Data Processing Results with SPSS (May 2025)

Table 4. Reliability Test

Variables	Amount Question	Cronbach Alpha	Limit	Information
Attitude (X ₁)	4	0.653	0.60	Reliable
Subjective Norms (X ₂)	4	0.699	0.60	Reliable
Perceived Behavioral Control (X ₃)	5	0.642	0.60	Reliable
Trust (X ₄)	4	0.780	0.60	Reliable
Behavioral Intention (Y)	4	0.653	0.60	Reliable

Source: Data Processing Results with SPSS (May 2025)

Table 5. Multiple Regression Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1					
(Constant)	2,848	.632		4,507	.000
Attitude (X ₁)	-.002	.042	-.003	-.060	.953
Subjective Norms (X ₂)	.196	.024	.324	8,247	.000
Perceived Behavioral Control (X ₃)	.428	.038	.584	11,228	.000
Trust (X ₄)	.132	.040	.159	3,335	.001

Source: Data Processing Results with SPSS (May 2025)

Based on table 5, the equation is as follows: $Y = 2.848 + (-0.002X_1) + 0.196X_2 + 0.428X_3 + 0.132X_4 + e$. Based on the results of multiple linear regression analysis, the constant value of 2.848 indicates that if all independent variables, namely Attitude (X₁), Subjective Norms (X₂), Perceived Behavioral Control (X₃), and Trust (X₄), are zero, then the value of Behavioral Intention (Y) is predicted to be 2.848. The Attitude (X₁) coefficient of -0.002 indicates that every one-unit increase in this variable

actually decreases Behavioral Intention by 0.002, assuming other variables remain constant. Meanwhile, Subjective Norms (X₂) has a positive influence with a coefficient of 0.196, meaning that every one-unit increase in X₂ will increase Behavioral Intention by 0.196.

Perceived Behavioral Control (X₃) also shows a positive and quite strong influence on Behavioral Intention with a coefficient of 0.426. This means that a one-unit increase in X₃ will increase Y by 0.426, assuming other variables

remain constant. Furthermore, Trust (X_4) has a positive influence with a coefficient of 0.132, which indicates that a one-unit increase in consumer trust will increase behavioral intention by 0.132. Overall, the variables Subjective Norms, Perceived Behavioral Control, and Trust provide a positive contribution to Behavioral Intention, while Attitude actually shows a negative relationship, although with a very small value.

Goodness of Fit Model Test Results (F-Test)

The F-test is used to test the overall significance of the model, namely whether the independent variables together have a significant effect on the dependent variable. (Bougie & Sekaran, 2019) explains that this test examines whether the constructed model is better than a model without predictor variables. (Hair et al., 2019) adds that the F-statistic is calculated from the comparison of the explained variance of the model with the unexplained variance.

Based on table 6, p-value approach, the results of the goodness of fit test indicate that the regression model used in this study is significant, with a p-value of 0.000. Because the p-value (0.000) is smaller than the significance level of $\alpha = 0.05$, it can be concluded that the regression model is suitable for use or can be said to be fit. This means that this model is able to explain the variations that occur in the dependent variable, namely Behavioral Intention (Y), significantly.

Meanwhile, through the approach critical value, the results show that the calculated F value is 170.763, much greater than the F table of 2.43 (with degrees of freedom $df_1 = 4$ and $df_2 = 165$ at $\alpha = 0.05$). Because the calculated $F > F$ table, it can be concluded that the overall regression model is significant and suitable for use. These two approaches consistently strengthen the conclusion that the regression model used is fit and can explain the relationship between the independent variables and Behavioral Intention well.

Table 6. F-Test Results

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	202,255	4	50,564	170,763	.000 ^b
	Residual	48,857	165	.296		
	Total	251,112	169			

Source: Data Processing Results with SPSS (May 2025)

Test Results

Hypothesis	Variables	T-value calculation	Sig.	Results
H ₁	There is an influence of Attitude on Behavioral Intention	-0.060	0.953	Rejected
H ₂	There is an influence of Subjective Norms on Behavioral Intention	8,247	0,000	Accepted
H ₃	There is an influence of Perceived Behavioral Control on Behavioral Intention	11,228	0,000	Accepted
H ₄	There is an influence of Trust on Behavioral Intention	3,335	0.001	Accepted

Source: Data Processing Results with SPSS (May 2025)

Hypothesis Test Results (T- Test)

The t-test is used to test the significance of the partial influence of each independent variable on the dependent variable. (Bougie & Sekaran, 2019) states that this test is important to determine which variables have a significant influence in the model. Hair et al. (2019) state that a large t-value (and p-value <0.05) indicates that the regression coefficient for that variable is statistically significant .

The Influence of Attitude on Behavioral Intention of ShopeeFood E- commerce Application Users in Jakarta

Based on the p-value approach, the analysis results show that the Attitude variable (X_1) does not have a significant effect on Behavioral Intention (Y) among ShopeeFood e-commerce app users in Jakarta. The calculated t-value of -0.060 (rounded to 0.060) is smaller than the table t-value of 1.960, and the significance value (Sig.) of 0.953 is greater than $\alpha = 0.05$. Thus, H_0 is accepted and H_1 is rejected, which means that there is no significant effect between Attitude and Behavioral Intention.

Furthermore, through the critical value approach , the calculated t value was obtained at -0.060 and the critical t ($t_{\alpha/2}$) at 1.960. Since the calculated t value is within the acceptance range of H_0 (i.e. $-1.960 < -0.060 < 1.960$), it is concluded that H_0 is accepted and H_1 is rejected. This means that statistically there is no significant influence of Attitude on Behavioral Intention among ShopeeFood users in Jakarta.

The Influence of Subjective Norms on the Behavioral Intention of ShopeeFood E -commerce Application Users in Jakarta

Based on the p-value approach, the analysis results show that there is a significant influence between Subjective Norms (X_2) on Behavioral Intention (Y) in ShopeeFood e-commerce application users in Jakarta. The calculated t value of 8.247 is greater than the t table of 1.960, and the significance value (Sig.) of 0.000 is smaller than $\alpha = 0.05$. Thus, H_0 is

rejected and H_2 is accepted, which means that Subjective Norms have a significant influence on user behavioral intentions in using the ShopeeFood application.

Using the critical value approach , the test results show that the calculated t value (8.247) is greater than the critical t ($t_{\alpha/2} = 1.960$). Therefore, H_0 is rejected and H_2 is accepted, which confirms that there is a significant influence of Subjective Norms on Behavioral Intention . This indicates that social norms or pressure from the surrounding environment also encourages user intentions to use ShopeeFood.

The Influence of Perceived Behavioral Control on the Behavioral Intention of ShopeeFood E-commerce Application Users in Jakarta

Based on the p-value approach, the analysis results show that Perceived Behavioral Control (X_3) has a significant influence on the Behavioral Intention (Y) of ShopeeFood e-commerce application users in Jakarta. The calculated t value of 11.228 is greater than the t table of 1.960, and the significance value (Sig.) of 0.000 is smaller than $\alpha = 0.05$. Thus, H_0 is rejected and H_3 is accepted, which means there is a significant influence between Perceived Behavioral Control on user behavioral intentions

Using the critical value approach , the test results show that the calculated t (11.228) is much greater than the critical t value ($t_{\alpha/2} = 1.960$), which strengthens the conclusion that H_0 is rejected and H_3 is accepted. This indicates that individual perceptions of the ease or obstacles in using ShopeeFood significantly influence their intention to use the application.

The Influence of Trust on the Behavioral Intention of ShopeeFood E-commerce Application Users in Jakarta

Based on the p-value approach, the calculated t value is 3.335 which is greater than the t table of 1.960, and the significance value (Sig.) is 0.001 which is smaller than $\alpha = 0.05$. This indicates that H_0 is rejected and H_4 is

accepted, so it can be concluded that there is a significant influence between Trust (X_4) on Behavioral Intention (Y) of ShopeeFood e-commerce application users in Jakarta.

Through the critical value approach, the calculated t value (3.335) is also greater than the critical t value ($t_{\alpha/2} = 1.960$), which strengthens the conclusion that H_0 is rejected and H_4 is accepted. Thus, user trust in the ShopeeFood application is proven to contribute significantly in encouraging their intention to purchase food and beverages through the application.

CONCLUSION

Based on the analysis, it can be concluded that not all variables in the model significantly influence the behavioral intention of ShopeeFood e-commerce users in Jakarta. The attitude variable was shown to have no significant effect on behavioral intention, even

showing a negative relationship. Meanwhile, subjective norms, perceived behavioral control, and trust had a positive and significant influence. This finding supports some previous studies, such as those by [Hamid et al. \(2023\)](#) and [Kim and Hwang \(2020\)](#), and shows that social factors, perceived control, and trust play an important role in driving consumer behavioral intentions in using food delivery services. on line.

This study has limitations because it focused only on ShopeeFood users in Jakarta using an online survey, so the results cannot be widely generalized. The findings suggest that social factors, perceived control, and trust play a significant role in increasing user intention to use ShopeeFood. Therefore, future research is recommended to expand the scope, use longitudinal methods, and include other variables such as perceived risk or customer satisfaction for more comprehensive results.

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