

Determinants Of Consumer Behavior Towards Online Shopping Decisions Mediated By Trust In Grabfood App Users In Medan City

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Abstract— Every e-commerce company must be observant to see every opportunity to grow and effectively develop new innovations in the face of fierce competition to keep consumers from moving and continuing to transact with the company. One of the strategies to grow the buying and selling industry today quickly is to sell products online on social media and e-commerce platforms. The purpose of this research is to analyze and test the influence of attitudes and motivation on customer trust, and analyze and test the influence of attitudes and motivation on grabfood purchase decisions. As well as testing and analyzing the influence of attitudes and motivations on trust-mediated purchase decisions. Quantitative research method, Data analysis using SMART PLS. The sample in this study totaled 85 customers. The results of the study show that attitudes and motivation have a positive and significant effect on customer trust. Attitudes and motivations have a positive and significant effect on grabfood purchase decisions. As well as attitudes and motivations have a positive and significant effect on trust-mediated purchase decisions.

Keywords— Attitude, Motivation, Trust, Purchase Decision

I. INTRODUCTION

Consumer purchasing decisions are one of the most important aspects in the world of marketing (Al Hamli & Sobaih, 2023). Understanding the factors that influence consumer purchasing decisions can help companies to develop effective marketing strategies. The terminology of factors that are believed to influence purchase decisions is consumer perception, preference, and attitude towards products and services (Enam et al., 2024) In the context of online commerce, consumer purchasing decisions are becoming increasingly complex. Consumers not only consider the physical attributes of the product, but also other factors such as product information, ease of transactions, security, and online shopping experience (Mesra, B, Sri Wahyuni et al., 2020) Therefore, it is important for companies to understand how consumer perceptions, preferences and attitudes are determined and how it affects purchasing decisions in the online environment (Mesra et al., 2023)

Changes in people's shopping patterns show a shift towards electronics or *online shopping*, forcing business people to change their business formats to suit the needs of

today's society (Dhelza Deswita, 2024) This can be seen from the increasing number of Indonesia people who buy goods and services online. From the data shown, the population of people in Indonesia is now around 255.5 million people (Yayah Fauziah, Franciscus Dwikotjo Sri Sumantyo, 2023). Of this number, there are around 72.2 million active internet users, and active social media users of around 74 million people with a total of 308.2 million mobile phone users which shows that this number exceeds the population figure, this is because each person uses more than one mobile phone (Lestari et al., 2022) *Marketing* is now evolving into a *digital* form, which has shifted to cyberspace with the impetus of the development of the internet world, has changed and turned technology into an effective marketing medium. The rapid development of technology has changed people's lifestyles to a fundamental point (Sintia Anjani Suherlan1, Kokom Komariah, 2023)

The millennial generation is often considered a creative generation, but on the other hand they are also often considered very consumptive, this is influenced by digital culture and the use of the Internet in the lives of Indonesia. According to the APJII survey in 2018, penetration in Indonesia reached 50% (APJII, 2024) out of a total of 262 million people, with an estimated 143.26 people using the internet with an estimated 49 percent coming from millennials (Lestari et al., 2022) As a millennial generation that is considered consumptive, the use of the internet in this generation is for transportation, buying food, roads, and shopping for clothes and daily necessities (Anggraini et al., 2023) This generation thinks that transacting via the internet removes various barriers and limitations that arise when transacting physically (Mujiyana & Elissa, 2023). In addition, the internet also provides access to a wider market. In the past, to get a food delivery service order, you had to contact the intended restaurant, but in this era of advanced technology, you can already use online food delivery with grabfood (Reppi et al., 2021). Grabfood is a food delivery service that can be accessed using the Grab application (Reppi et al., 2021) The next food will be delivered by drivers who have collaborated with the Grab Bike service. Grabfood has quite complete service features, ranging from food recommendations to attractive promos provided (Rani & Catherine, 2023).



II. LITERATUR REVIEW

A. ONLINE SHOPPING BEHAVIOR

Online purchasing behavior is the process of consumers purchasing products and services through the internet (Al Hamli & Sobaih, 2023) Online purchases have become an alternative to purchasing goods or services. There are several factors that affect *consumers'* online purchasing behavior (Li et al., 2024).

1. Perception of benefits

Perception of benefits is a consumer's belief about online shopping to get something better on *online* transactions. In addition, the benefit is time saving, because for consumers who are busy with their work so that they cannot shop on the spot, consumers can directly shop through *online websites*.

2. Risk perception

The risks felt by consumers will affect online purchase decisions, because consumers who make *online transactions* may be reluctant to buy on the *web* because of greater risks when compared to buying directly on the spot

B. The Factors That Affect the Online Purchase Process

In making online purchases, consumer behavior will be influenced by several factors, including (Mofokeng, 2023)

1. Social factors, are factors that come from outside the individual. Usually this factor comes from the surrounding environment, such as from culture, social class, reference group, and family.

- a) Cultural factors
- b) Social class factors
- c) Reference group factors
- d) Family factors

2. Personal factors, are factors that come from oneself or individuals such as in terms of perception, learning, motives, personality, attitudes and memory.

- a) Perceptual factors
- b) Learning factors
- c) Motive factors
- d) Personality factors
- b) Attitude Factor

3. The marketing mix factor is a factor derived from controlled variables that marketers can use to influence consumer responses.

- a) Product factors
- b) Price factors
- c) Promotional factors
- d) Distribution factors
- e) Human factors
- f) Process factors

C. PURCHASE DECISION

1. Definition of Purchase Decision

A purchase decision is a decision made between two or more options. Decision-makers must be able to choose because purchasing decisions are the culmination of the process that allows potential consumers to solve problems and buy products to achieve their desired goals (Ebrahimabad et al., 2024)

1. Factors Influencing Purchase Decisions

The following are the factors that affect purchasing decisions, which are as follows (Rahayu et al., 2023):

1. Cultural Factors Culture is the main thing in influencing consumer desires. Culture includes social classes and sub-cultures.
2. Social Factors Social factors are very important for deciding on a purchase, this includes the role of family and friends.
3. Personal Factors Personal factors are things that come from the buyer himself, such as age, job, finances, lifestyle and personality.
4. Psychological Factors Psychological factors such as motivation, perception, and attitude are what make people decide what to buy.

D. CONSUMER BEHAVIOR

1. Consumer Attitudes

a. Definition of Consumer Attitude

Consumer attitudes refer to the actions that individuals take when seeking, buying, using and avoiding goods and services that are supposed to meet their needs. In consumer attitudes, it actually includes certain factors such as psychological factors and other external factors that make people choose and utilize the products they want (Desi Kurniawati, 2023)

b. Factors that affect Attitude

The factors that affect consumer attitudes are as follows (Sidharta & Suzanto, 2015)

1. Cognitive component: The higher the consumer's confidence and understanding particular object, the more cognitive parts of their attitude support the overall feeling.
2. Affective component: Emotional means showing how a person feels about something, whether it is desirable or not.
3. Behavioral component: Shows the tendency to act on an object, which reflects the real tendency and behavior towards a particular object.

E. Consumer motivation

1. Define Motivasi

Motivation can also be defined as the willingness to make a lot of efforts to achieve goals with the capacity to strive to meet individual needs (Desi Kurniawati, 2023) Motivation is the act of persuading a person to do everything. This drive starts from the consumer's desire to fulfill their desires

(Hocquette, 2023) Motivation is an impulse that encourages potential consumers to act to achieve certain goals, such as meeting various needs and desires. Consumer motivation will determine the behavior they exhibit and that behavior will be directed towards achieving the goal of satisfaction. As a result, motivation is not something that can be observed directly, but something that can be inferred from the actions of others.

2. Factors that affect motivation

The factors that affect motivation are (Rivai & Zulfitri, 2021):

a. The need for products The daily needs for all commodities to support individual life activities.

b. The need seeks comfort from the product. The convenience obtained for all goods purchased to meet the needs of both products and services.

c. The need to find satisfaction from the product The buyer's expectation is that the product will result in consumers experiencing satisfaction and enjoyment in relation to the product they buy.

F. BELIEF

Trust is a fundamental factor that can affect customers when shopping online (Sobandi & Bambang Somantri, 2020) Customers need trust when they face uncertainty and risk over the intention to shop online. Price discounts tend to affect the perception of product quality, so consumers need good trust to eliminate negative views about the product. Online restaurants not only lower the food products they will sell through the grabfood app, but also reduce delivery costs, making customers believe that price discounts increase the desire to buy food products at lower prices (Anwar & Adidarma, 2016) However, at certain moments, even though discounts are given when making transactions on grabfood, most buyers cancel their intentions due to the delay in delivery due to overload in the delivery of food products from the seller so that it is not in accordance with the predetermined time. The research conducted states that trust is able to mediate the influence of the Big Ramadan Sale on the online purchase decision process.

High trust in online merchants to dare to transact, can minimize the uncertainty (risk) that consumers will bear. Trust does not influence customers to make or not purchase products when using the grabfood app (Sidharta & Suzanto, 2015) Consumers consider that grabfood is very user friendly and maintains the confidentiality of its users and various breakthroughs and improvements continue to be made. The public has known grabfood as a very trusted and good marketplace. So, when new users use the grabfood application, what needs to be felt is the aspect of the service provided by grabfood first without the need to grow .

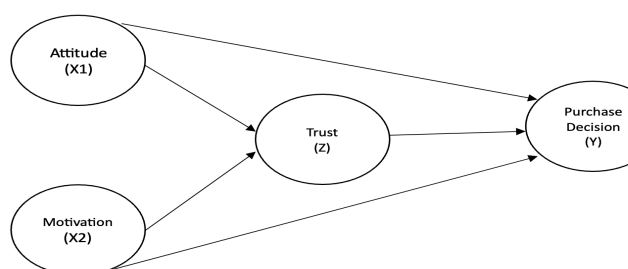


Figure 1. Conceptual Framework of the Research

Research Hypothesis

- H1 : Attitude has a positive and significant effect on trust in GrabFood App Users in Medan City
- H2 : Motivation has a positive and significant effect on trust in GrabFood App Users in Medan City
- H3 : Trust has a positive and significant effect on shopping decisions on grabfood application users in the city of Medan
- H4 : Attitude Positively and Significantly Affects Shopping Decisions of GrabFood App Users in Medan City
- H5 : Motivation has a positive and significant effect on shopping decisions in GrabFood App Users in Medan City
- H6 : Attitude Positively and significantly affects shopping decisions mediated by trust in grabfood app users in Medan City
- H7 : Attitude Positively and significantly affects shopping decisions mediated by trust in grabfood app users in Medan City

III. RESULT AND DISCUSSION

A. Result

The type of research used by researchers is quantitative research (Sugiono, 2019) quantitative research can be interpreted as a method based on the philosophy of positivism, used to research on certain populations or samples, sampling techniques are generally carried out randomly, data collection uses research instruments, data analysis is quantitative/statistical with the aim.

Research Data Sources

The data source used in this study is primary data.

Operational Definition of Research Variables

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Types of Variables	Definition	Indicator
Attitude (X1)	Consumer attitudes refer to the actions that individuals take when seeking, purchasing, using and avoiding goods and services that are supposed to meet their needs. (Sidharta & Suzanto, 2015):	1. Cognitive component: 2. Affective component 3. Behavioral component (Sidharta & Suzanto, 2015):
Motivation (X2)	Motivation is the willingness to make a lot of effort to achieve a goal with the capacity to strive to meet individual needs. Motivation is the act of persuading a person to do everything. (Rivai & Zulfritri, 2021)	1. Product needs 2. The need to seek comfort from the product. 3. The need to seek satisfaction from the product (Rivai & Zulfritri, 2021)
Trust (Z)	Customer trust is the belief or expectation that customers have towards a company, brand, or product. This includes the perception that the company will deliver on the promises made, provide quality products or services, and act with ethics and transparency (Sobandil & Bambang Somantri, 2020)	1. Product Quality 2. Service 3. Customer Experience (Sobandil & Bambang Somantri, 2020)
Purchase Decision (Y)	A decision made between two or more options. Decision-makers	1. Stability on a product 2. Habits in buying products

Types of Variables	Definition	Indicator
	must be able to choose because the purchase decision is the culmination of the process that allows potential consumers to memecahkan problems and buying products in order to achieve the desired goals. (Rahayu et al., 2023)	3. Provide recommendations to others. 4. Make a repurchase (Rahayu et al., 2023)

Sumber: Peneliti, 2024

B. DISCUSSION

In this research, the first test carried out was the analysis of the outer model (measurement model). There are two components in the validity test, namely the convergence test and the discrimination test. The validity of convergence was assessed through an average variance extracted (AVE) score of > 0.5 and a loading factor value of > 0.7 . The validity of the crime was tested by cross-loading. The reliability test was determined using Cronbach's alpha > 0.7 and composite reliability > 0.7 .

Table 2. Cronbach's alpha, composite reliability, and average variance extracted

Variable	Indicator Items	Factor loading	Cronbach's alpha	Composite reliability	AVE	Conclusion
Attitude (X1)	SKP1	0,878	0,821	0,894	0,737	Reliable
	SKP2	0,862				
	SKP3	0,834				
Motivation (X2)	MTV1	0,837	0,817	0,891	0,732	Reliable
	MTV2	0,870				
	MTV3	0,859				
Trust (Z)	KPC1	0,831	0,827	0,885	0,658	Reliable
	KPC2	0,909				
	KPC3	0,873				
Purchase Decision (Y)	KPB1	0,799	0,841	0,905	0,760	Reliable
	KPB2	0,789				
	KPB3	0,864				
	KPB4	0,932				

Source: Primary Data Processed by SmartPLS (2024)

The factor loading score obtained based on Table 2 is more than 0.70, which means that it shows the reliability of the indicator measuring the online purchase decision process. Cronbach's alpha and composite values. reliability greater than 0.70, proving that the five variables are said to be reliable. Meanwhile, the AVE score > 0.5 , proving that each variable was declared valid. The cross-loading value with its construct is used to test the validity of discrimination. In order to evaluate the validity of discrimination, an additional method that can be applied is to compare the average variance extracted (AVE) score along with the correlation between the construct and other constructs.

Table 3. Results of the validity test of Diskrimin-Fornell Larcker Criterium

	Altitude	Motivation	Trust	Purchase Decision
Attitude	0,858			
Motivation	0,830	0,856		
Trust	0,813	0,762	0,855	
Purchase Decision	0,762	0,746	0,811	0,872

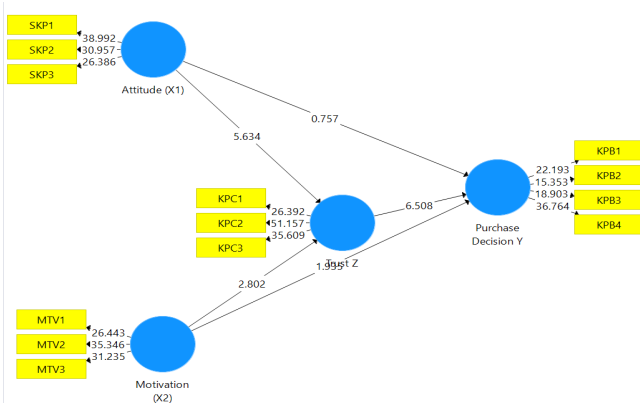
Berlandaskan hasil Tabel 3, *Attitude, motivation, and trust on purchase decision* obtained an AVE score of > 0.5, so it was declared to have passed the discrimination validity test. It can be said that variable measurement indicators have been proven to be valid in terms of *discriminant validity*. It can be concluded that the data model of this study meets the good criteria.

After passing the validity and reliability test, the next stage is to evaluate *the inner model* through *coefficient determination (R2)* and *the coefficient path test*. The magnitude of the influence given by independent variables on other variables can be analyzed with R-square.

Table 4. R-square results

	R-square(R2)	R-square adjusted
Trust (Z)	0,686	0,678
Purchase Decision (Y)	0,754	0,744

In Table 4, the R2 trust value of 0.678 (67.8%) was influenced by aspects of customer attitude, motivation and trust. Meanwhile, the purchase decision was influenced by aspects of attitude, motivation and trust by 0.744 (74.4%).



Source: Primary data processed by SmartPLS (2024)

Figure 2. Results of the bootstrapp technique coefficient path test

Table 5. Results of the bootstrapping technique coefficient path test

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T-statistics (O/STDEV)	P-Value
Attitude (X1) → Purchase Decision Y	0,084	0,090	0,111	4,757	0,000
Attitude (X1) → Trust Z	0,579	0,580	0,103	5,634	0,000
Motivation (X2) → Purchase Decision Y	0,182	0,185	0,094	3,935	0,000
Motivation (X2) → Trust (Z)	0,282	0,282	0,101	2,802	0,005
Trust (Z) → Purchase Decision Y	0,648	0,640	0,100	6,508	0,000
Sikap → Purchase Decision Y → Z	0,375	0,370	0,083	4,540	0,000
Motivasi → Purchase Decision Y Z	0,183	0,182	0,075	2,440	0,015

Based on Figure 2 and Table 5, the attitude gets t-statistics of 4.757 higher than t-table (1.65) and gets a p-value of 0.000 less than 0.05. Thus, attitude significantly influenced the purchase decision, so H1 was accepted. The attitude obtained a t-statistics value of 5.634 higher than the t-table (1.65) and a p-value of 0.000 greater than 0.05. It can be said that attitude significantly affects trust, so H2 is not accepted. Motivation got a t-statistics value of 3.935 higher than t-table (1.65) and a p-value of 0.000 was less than 0.05. It was concluded that motivation significantly influenced the purchase decision, so H3 was accepted. Motivation got a t-statistics value of 2.802 higher than t-table (1.65) and a p-value of 0.005 was less than 0.05. It was concluded that motivation significantly affected trust, hence H4 was accepted. Trust obtained a t-statistics value of 6.508 higher than t-table (1.65) and a p-value of 0.000 greater than 0.05. This proves that trust has an effect on the online purchase decision process. Trust obtained a t-statistics value of 2.767 higher than the t-table (1.65) and a p-value of 0.006 smaller than 0.05. This proves that trust can mediate the influence of service quality on the online purchase decision process. Trust obtained a t-statistics value of 4.540 higher than t-table (1.65) and a p-value of 0.000 less than 0.05. This proves that trust is able to mediate the influence of attitudes on purchase decisions. Trust obtained a t-statistics value of 2.440 higher than t-table (1.65) and a p-value of 0.015 less than 0.05. This proves that trust is able to mediate the influence of motivation on purchase decisions

Based on the results of the first hypothesis test, attitude has a significant effect on the purchase decision on grabfood, as evidenced by the acquisition of p-values of 0.000 < 0.05. This Positive attitude towards brands can increase consumer confidence. If consumers have a good view of a brand's value, quality, and reputation, they are more likely to trust it. Previous positive experiences with products or services from a particular brand can form a positive attitude, which leads to increased trust. Conversely, negative experiences can damage trust (Awada & Yiannaka, 2012). Consumer attitudes towards brands are influenced by reviews and recommendations from others. A positive attitude shown by friends, family, or influencers can strengthen consumer trust (Hocquette, 2023).

Based on the results of the test of the second hypothesis, attitudes have a significant effect on trust, as evidenced by the acquisition of p-values of 0.000 < 0.05. A positive attitude towards a product or brand can encourage consumers to make a purchase. When consumers have a good view of a product, they are more likely to choose it. Previous positive experiences with a particular product can form a positive

attitude, facilitating the decision to buy the same product in the future (Rivai & Zulfitri, 2021). Negative attitudes towards a product or brand can hinder a purchase decision. If consumers have a bad perception, they tend to look for other alternatives. The attitude of others, such as friends or influencers, can influence purchasing decisions. Positive reviews can reinforce positive attitudes, while negative reviews can damage purchase intent.

Based on the analysis of the third hypothesis, motivation has a significant effect on purchase decisions, as evidenced by the acquisition of p -values of $0.000 < 0.05$. This is because motivation often comes from basic needs (such as physiological and security needs) and desires (such as social needs and self-actualization) (Dhelza Deswita, 2024). This need encourages consumers to buy products that can meet their expectations. Emotions such as happiness, sadness, or anxiety can influence purchasing decisions. For example, a person may buy items to cope with stress or improve mood (Li et al., 2024).

Based on the analysis of the fourth hypothesis, motivation has a significant influence on belief, as evidenced by the acquisition of p -values of $0.0005 < 0.05$. This is because public trust is very high, so many people transact with grabfood to buy food products. If the number of visits to *the online shop website* is getting larger, then the level of trust in a marketplace is also high, so consumers do not hesitate to make online purchases. Trust is defined as the level of confidence that a person shows a positive attitude towards his desires and the support of others he trusts in circumstances that are fickle in nature. In the e-commerce industry, trust is very important because consumers face risks, such as losing money due to fraud or receiving products that do not meet expectations (Reppi et al., 2021)¹. The results of this study are in line with the research of Aziz & Tiarawati (2021); Novita & Soeparto (2023) that motivation has a significant effect on trust.

Based on the results of the fifth hypothesis test, trust has a significant effect on *online* purchase decisions on grab food, as evidenced by the acquisition of p -values of $0.000 < 0.05$. This is because price discounts tend to affect the perception of product quality, so consumers need good trust in order to eliminate negative views about the product. Online stores not only lower the price of food products, but also reduce shipping costs, leading customers to believe that price discounts increase the desire to buy items at lower prices. However, at certain moments even though discounts are given when making transactions on grabfood, most buyers cancel their intentions due to the delay in delivery due to overload in the delivery of goods from the seller so that it is not in accordance with the predetermined time. These results are in line with research from Hong & Cha (2013); Murwatingsih & Apriliani (2013), that trust can increase purchase decisions.

Based on the test of the sixth hypothesis, *trust* was able to significantly mediate the influence of attitudes on the purchase decision process on grabfood, as evidenced by the acquisition of p -values of $0.000 < 0.05$. This is because trust influences customers to make or not purchase products when using the Grab Food application. Consumers consider that grabfood is very user-friendly and maintains the confidentiality of its users and various breakthroughs and improvements continue to be made. The public has known grabfood as a very trusted

and good marketplace, so when new users use the grabfood application, what needs to be felt is the aspect of the service provided by grabfood first without the need to grow trust in them (Sidharta & Suzanto, 2015). These results are in line with research from Firmansyah & Ali (2019); Oghazi et al. (2018), trust is able to mediate the influence of attitudes on purchase decisions.

Based on the testing of the hypothesis, trust is able to significantly mediate the influence of motivation on purchase decisions on grabfood, as evidenced by the acquisition of p -values of $0.015 < 0.05$. The decision process to buy a product online is closely related to online customer reviews. When you want goods online and Potential consumers have doubts, these customer reviews are a reference which contains opinions or opinions from previous consumers. Confidence in buying goods will arise when consumers have seen online customer reviews, such as the grabfood application. Because buyers and sellers do not meet face-to-face, trust in the company is needed. One way to earn this trust is to look at previous buyer reviews. If buyer reviews are getting better, buyer confidence in a product can increase, accompanied by an increase in consumer buying interest. The results of this research are in line with research from Ramadhani & Sanjaya (2021); Soekotjo (2022), trust is able to mediate the influence of (Zhang & Spence, 2023) motivation on purchase decisions

IV. CONCLUSION

Based on the results of research and discussion, customer *attitudes* and motivations affect purchasing decisions. and trust significantly affects the online product purchase decision process, as well as customer attitudes and motivations have a positive and significant effect on purchase decisions mediated by trust. This is because a positive attitude towards a brand or product increases customer trust. When customers have a good view of the quality and reputation of the brand, they are more likely to trust it. Previous positive experiences can form a good attitude, thereby increasing trust. Conversely, negative experiences can damage the trust that has been built. Attitude and motivation have a significant influence on customer trust. Positive attitudes shaped by experience and recommendations can reinforce trust, while need-based and emotional motivations can influence brand choices. Therefore, companies need to focus on building a positive attitude and understanding customer motivations to increase their trust. A positive attitude towards the brand can increase customer trust. When customers have a good view of the quality and reputation of the brand, they are more likely to trust it. Attitude and motivation have a significant influence on customer decisions, and trust plays an important role as a mediator in this process. Building a positive attitude and understanding customer motivations, while increasing trust, will help companies improve consumer purchasing decisions. Therefore, an effective marketing strategy needs to consider these three elements in an integrated manner.

For Grabfood management, the results of this study can be used as evaluation material to continue to improve and maintain services for its users, especially in discount and *cashback* programs. With promotional techniques, in addition to making profits, grabfood can also satisfy its customers when shopping *online*, thereby improving the image of

grabfood and fostering consumer loyalty. Because this research sample only comes from the Medan City area, for future researchers to expand the demographic. For future researchers, they can study *e-commerce* in different industries and add several variables, such as *social media marketing*, *brand equity*, *brand awareness*, and the like, so that the research is more varied regarding factors that affect buying interest. Researchers can also apply different methods, such as *interviews*, so that they can expand the discussion and get more accurate information from the informants.

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