

Analysis of Shopping Behavior Effect on Customer Loyalty with Satisfaction as Intervening Variable at PT. *Indofood Sukses Makmur*, Tbk

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ABSTRACT: This research aims to analyze the influence of people's shopping behavior to form their loyalty mediated by customer satisfaction in consuming Indofood products, especially instant noodles (Indomie). The nature of this research is quantitative estimation using purposive sampling technique. In this research, the population is the people of the Cimanggis area, Depok - West Java as many as 150 respondents. The data collection method was designed to apply the mechanism of using a questionnaire. Furthermore, this study analyzes the effect of customer behavior variable (X) on customer loyalty variable (Y2) with satisfaction (Y1) as a mediating variable for Indomie products at PT. Indofood SuksesMakmur, Tbk. The results of this research obtained that consumer behavior with dimensions of group (X1), culture (X2) and personality (X3); positive and significant effect on customer loyalty mediated by customer satisfaction on Indomie products at PT. Indofood SuksesMakmur, Tbk.

KEYWORDS: *Customer Behavior, Customer Satisfaction, Customer Loyalty*

I. INTRODUCTION

The faster current business development, there are many entrepreneurs and prospective new entrepreneurs who are looking at their business and business intentions in the food sector, more specifically food which can be served quickly or instant food. In this modern era, to meet the needs and desires of consumers for instant or fast food, it can be said to be very diverse, which in turn affects the amount of creativity and innovation of business people and society in creating and even creating these types of instant or fast food.

This condition makes entrepreneurs in the field of instant or fast food products, especially instant noodle products, motivated to compete in introducing and conveying the quality and variety of flavors offered from their products to the consumer community. The variety of brands of instant noodle products that are widespread in the market makes consumers faced with many choices from the many brands and flavors of instant noodle products that will be chosen for consumption by consumers. In Indonesia, Indomie is one of several brands of instant noodle products whose products are known and circulated in the market produced by PT. Indofood CBP SuksesMakmurTbk.

Historically this product is more than 50 years old, which was precisely launched and introduced to the market since September 9, 1970 with chicken and shrimp flavor variants. Indomie currently offers 3 kinds of categories, the first is IndomieGoreng, the second is IndomieSeleraNusantara, and Indomie Istimewa for the third category. Currently noodle (Indomie) is one of the market leaders in its field. Shaping consumers to be loyal is the core of every business (Janahi and Al Mubarak, 2017). How to make consumers loyal to the product is always an interesting thing to research. The success of the company is its ability to retain current customers and make them loyal to their brands (Aydin, et al., 2005).

Almost all Indofood products are able to face the competition well from domestic and international competitors. Competitors will compete in their efforts to optimize the competition in order to increase their market share (Shane & Delmar, 2004). It is undeniable that there will be many additional new competitors, both domestic and foreign, who will compete to enter the market wherever Indofood operates. Gultom et al., (2020) state that the rapid growth of the industry will invite more competitors new to the industry. It increases in competition, it will affect the ability of Indofood to maintain and even increase its revenue (Bendixen, et al., 2004; Andini, et al., 2022). Indofood has made a commitment to always produce its products, both food and beverages, which are safe and halal for consumption, as well as of high quality. Aspects of nutritional content, hygiene, taste, halal, safe and practical to be

consumed, will always be the main priority of this company in ensuring product quality is always excellent (Michelacci & Suarez, 2004). In the late 1980s, Indofood products began to enter the international market, by exporting instant noodle products to ASEAN countries, Taiwan, China, Hong Kong, Europe, Australia, and even Middle East and African countries.

II. LITERATURE REVIEW

2.1 Theoretical and Conceptual Background

This study is guided by the consumer theory.

2.1.1 Customer loyalty

Loyalty arises without coercion and arises from the customer's own awareness, including the customer's past memory of the company (Rahman, et al., 2020). According to Arnould and Thompson (2005) in building customer loyalty, companies can use e-mail, websites, telephones, databases, and other tools to encourage ongoing customer relationships. Customer loyalty is a deep customer commitment to make repeat purchases in the future Arnould and Thompson (2005). In addition, (Deng, et al., 2010) mentioned that there are three dimensions in measuring customer loyalty, namely: a. Word of Mouth (expression); b. Future Repurchase Intention (repurchase); c. Price Sensitive (price match).

2.1.2 Customer satisfaction

Utomo et al., (2017) stated that satisfaction is a person's feeling of pleasure or disappointment resulting from comparing the performance of a product/service in accordance with the level of expectations. In meeting customer needs and expectations, customer satisfaction can relate to another type of customer feeling, namely emotion. Emotions in determining customer satisfaction can appear suddenly – depending on the situation and conditions (Ali & Amin, 2014). Customer satisfaction can be determined by several dimensions, namely: a. Fulfillment (total satisfaction) and b. Pleasure (a sense of comfort) Arnould and Thompson (2005).

III. RESEARCH OBJECTIVE

This research aims 1) to find people's shopping behavior to form their loyalty mediated by customer satisfaction with instant noodles, 2) to analyze the influence of people's shopping behavior to form their loyalty mediated by customer satisfaction in consuming Indofood products, especially instant noodles (Indomie).

3.1 Research Model

IV. RESEARCH MODEL

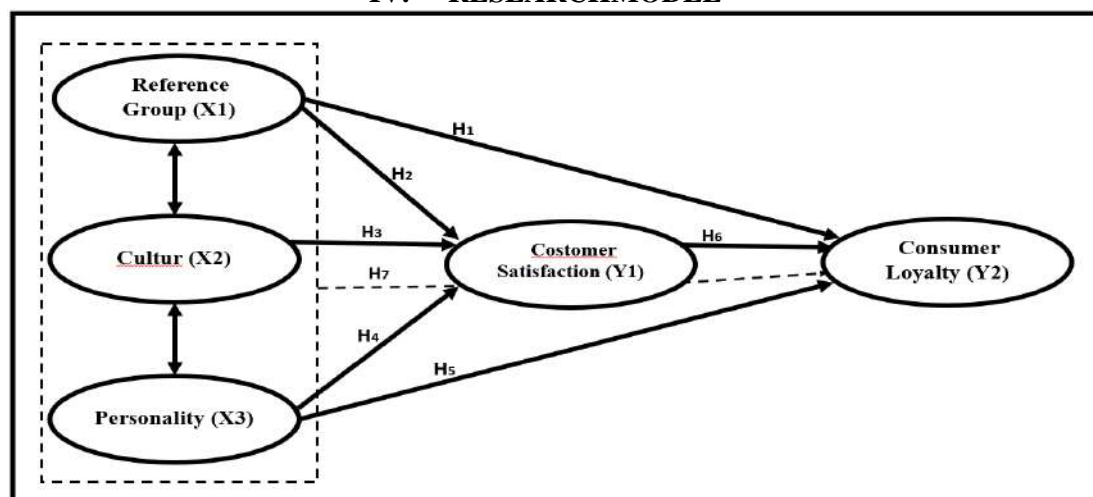


Figure 1: Research Model

3.2 Hypothesis

The target population that is used as a sample is consumers who are Indonesian citizens who are domiciled in Indonesia. This study uses sample criteria, Muslim and Non-Muslim consumers who have bought food with the halal logo at least twice in making purchases in the last two months. This research uses a non-probability sampling technique to take samples. The type of non-

probability sampling technique used is judgmental sampling. Judgmental sampling is the aspect of the population selected based on the researcher's criteria (Malhotra et al., 2017).

- H1 : Is there a positive influence of Reference Group on Customer Loyalty?
- H2 : Is there a positive influence of the Reference Group on Customer Satisfaction?
- H3 : Is there a positive influence of culture on customer satisfaction?
- H4 : Is there a positive influence Personality on Customer Satisfaction.
- H5 : Is there a positive influence Personality on Customer Loyalty?
- H6 : Is there a positive effect of Customer Satisfaction on Customer Loyalty?
- H7 : Is there a positive influence of Reference Group, Culture and Personality on Customer Loyalty mediated by Customer Satisfaction?

V. METHOD

5.1 Population and Sample

The population in this research is the community from various regions in Cimanggis, Depok - West Java. Meanwhile, from a number of populations scattered from existing data, a total sample of 150 respondents who had consumed Indomie products were collected during the observation period. The data collection method is designed by making and designing in the form of a questionnaire. The sampling technique used is based on the type of purposive sampling (Saleh et al., 2021), said that purposive sampling is sampling based on certain criteria, in this case the object used by the researcher is people from various circles and generations in the Cimanggis area, Depok. - West Java who consumed Indomie products during the observation period.

5.2 Types and Sources of Data

In this research, the data used is quantitative data, which was obtained through the process of distributing questionnaires from various groups and generations of people in the Cimanggis area, Depok - West Java where they had consumed Indomie products. In addition, other data comes from literature studies, literature and references through online media. As a basis for compiling and developing hypotheses, the researcher used primary data. Through the SPSS Ver25 application, the researcher performs data processing techniques using a path analysis model. Path analysis is an extension of multiple regression analysis which is used to estimate causality between variables that have been determined based on theory. This analytical model helps in seeing the magnitude of the coefficient value directly and indirectly from the independent variable to the dependent variable. By looking at the magnitude of the coefficient value, it can be compared the magnitude of the direct and indirect influence. Based on the value of the coefficient, it can be seen which variables have the largest and smallest influence on the dependent variable.

5.3 Operational Definition of Research Variables

Table 1: Operationalization of Research Variables

Variable	Dimensions of Research Variables	Indicator
Customer Behavior (X)	Group Reference (X1)	<ol style="list-style-type: none"> 1. Purchased Indomie instant noodle products because of the experience from the family. 2. Buying Indomie instant noodle products because of a friend's invitation to be able to taste the taste. 3. Celebrities influence the decision to buy Indomie instant noodle products.
	Culture (X2)	<ol style="list-style-type: none"> 1. Buying instant noodle products of the Indomie type because it is affected by existing environmental conditions. 2. Buying Indomie instant noodle products because of their consumption habits.
	Personality (X3)	<ol style="list-style-type: none"> 1. There is a desire and need in oneself to buy Indomie instant noodles. 2. Convenience and enjoyment in consuming Indomie instant noodles. 3. The self-interest factor in choosing and buying Indomie instant noodles.
	Satisfaction as Pleasure /	<ol style="list-style-type: none"> 1. Happy and comfortable transacting with Indofood products.

Customer Satisfaction (Y1)	Satisfaction as an element of pleasure (SP)	
	Satisfaction Fullfillment (SF)	1. Satisfied with the results of Indofood products. 2. Products according to their own needs.
Customer Loyalty (Y2)	Future Repurchase (FR)	1. Interested in purchasing the product again
	Price sensitive (PS)	1. Price according to product quality 2. Affordable product prices

5.4 Hypothesis Test

The structural equation of the path analysis made from the research model to answer and test the hypothesis consists of 2 parts of direct effect, namely:

$$Y1 = a + bX$$

$$Y2 = a + bX + bY1$$

The formula to calculate the indirect effect of the Customer Behavior variable (X) on Customer Loyalty (Y2) through the Customer Satisfaction variable (Y1), the "Sobel Test" test is carried out using the z notation with the following formula:

$$z = \frac{ab}{\sqrt{b^2SE^2a + (a^2SE^2b)}}$$

Where: a = regression coefficient of the independent variable on the mediating variable

b = regression coefficient of the mediating variable on the dependent variable

SEa = Std error of estimation of independent variables on mediation

SEb = Std error of estimation of the mediating variable on the dependent

VI. RESULTANDDISCUSSIONS

6.1 Sample Validity (Pearson Correlation)

Based on the demographic data, female respondents dominate by 70% compared to male respondents by 30%.The age of 21-25 dominates the respondents' age composition and the respondents' status as senior high schooland college students.

Tabel2:Pearson Correlations

		X1	X2	X3	Y1	Y2
X1	Pearson Correlation	1	.562**	.597**	.594**	.548**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	150	150	150	150	150
X2	Pearson Correlation	.562**	1	.547**	.528**	.395**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	150	150	150	150	150
X3	Pearson Correlation	.597**	.547**	1	.507**	.482**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	150	150	150	150	150
Y1	Pearson Correlation	.594**	.528**	.507**	1	.605**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	150	150	150	150	150
Y2	Pearson Correlation	.548**	.395**	.482**	.605**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	150	150	150	150	150

** . Correlation is significant at the 0.01 level (2-tailed).

6.2 Research Sample Reliability (Cronbach's Alpha)

Tabel3:Reliability Statistics

Reliability Statistics	
Cronbach's Alpha	N of Items
.841	5

Tabel4:Total Statistic

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X1	45.98	28.490	.721	.798
X2	50.49	30.520	.619	.823
X3	46.33	24.975	.646	.811
Y1	46.63	23.375	.696	.798
Y2	46.21	25.941	.632	.814

Tabel5:One-Sample Kolmogorov-Smirnov Test

		X1	X2	X3	Y1	Y2
N		150	150	150	150	150
Normal Parameters ^{a,b}	Mean	12.93	8.42	12.58	12.28	12.70
	Std. Deviation	1.288	1.189	1.822	1.929	1.729
Most Extreme Differences	Absolute	.299	.211	.212	.209	.204
	Positive	.299	.211	.212	.178	.204
	Negative	-.181	-.209	-.188	-.209	-.176
Kolmogorov-Smirnov Z		.299	.211	.212	.209	.204
Asymp. Sig. (2-tailed)		.000 ^c	.000 ^c	.000 ^c	.000 ^c	.000 ^c

a. Test distribution is Normal.

b. Calculated from data.

Based on the test results using the SPSS Ver25 program, it is known that all variables have a K-SZ value greater than 0.05; so it can be concluded that the sample data has been normally distributed.

Tabel6:Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2.743	1.107		2.478	.014		
	X1	.316	.119	.235	2.661	.009	.499	2.003
	X2	-.053	.119	-.037	-.447	.656	.581	1.722
	X3	.148	.079	.155	1.869	.064	.564	1.774
	Y1	.364	.074	.406	4.939	.000	.577	1.732

a. Dependent Variable: Y2

Table 3 above shows that each independent variable has a tolerance value > 0.1 and a VIF value < 10. This concludes that there is no multicollinearity between the independent variables in the regression model as shown in the following histogram and normal p-plot images:

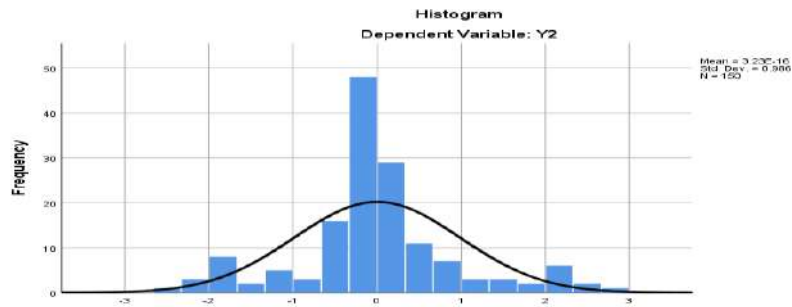


Figure 2:Regression Standardized Residual
Source: Data processed 2022

Heteroscedasticity has the aim of testing whether the processed model has an inequality of variance from the residual of one observation to another observation. Random distribution indicates a good regression model. The way to detect the presence or absence of heteroscedasticity is by looking at the graph plot between the predicted values of the dependent variable: ZPRED and the residual ZRESID. Following are the results of processing using the SPSS Ver25 program:

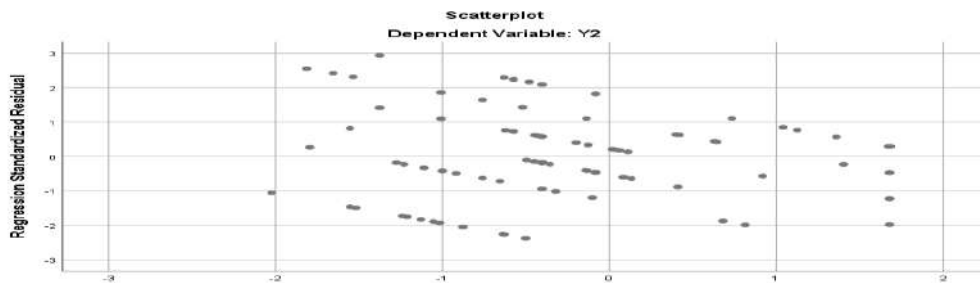


Figure 3:Regression Standardized Predicted Value
Source: Data processed 2022

In the scatterplot graph, it can be seen that the points spread randomly both above and below the number 0 on the Y axis. It can be concluded that there is no heteroscedasticity in the model.

6.3 Hypothesis Testing

Path analysis involving mediating variables (intervening) is used to see the indirect effect of one variable on another variable. The following presents the results of hypothesis testing consisting of 2 structural equation models:

$$Y1 = a + bX$$

Tabel7:Coefficients a

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-.149	1.244		-.120	.905		
	X1	.548	.125	.366	4.373	.000	.565	1.771
	X2	.381	.130	.235	2.924	.004	.615	1.626
	X3	.170	.088	.161	1.942	.054	.578	1.729

a. Dependent Variable: Y1

Test the significance of individual parameters (t test) in testing the effect of the variable Customer Behavior (X) on Customer Satisfaction (Y1) partially. The interpretation of the parameter test results shows the significance probability value of the Customer Behavior variable with dimensions by Group Reference (X1) and Culture (X2) shows a value of 0.000 and $0.004 < 0.05$, this means that the H2 and H3 hypotheses are accepted which means that the group reference subvariable and culture have a significant direct effect on customer satisfaction variables. While, the Personality variable (X3) shows a value of $0.054 > 0.05$, which means that H4 is rejected so that the personality subvariable does not have a direct significant effect on the customer satisfaction variable.

$$Y2 = a + bX + bY1$$

Tabel8:Coefficients a

Test the significance of individual parameters (t test) in testing the effect of the Customer Behavior variable (X) on

Coefficients^a

Model		Unstandardized Coefficients		Standardized	T	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2.674	1.093		2.446	.016		
	X1	.303	.115	.226	2.638	.009	.530	1.888
	X3	.138	.076	.145	1.821	.071	.607	1.646
	Y1	.356	.071	.397	4.987	.000	.611	1.636

the Customer Loyalty variable (Y2) and the influence of the Customer Satisfaction variable (Y1) on the Customer Loyalty variable (Y2) partially. The interpretation of the test results for parameter 1 shows a significance probability value of $0.000 < 0.05$, then H1 is accepted which means that the Reference Group sub variable has a direct significant effect on the Customer Loyalty variable. While the test results for parameter 2 shows a significance probability value of $0.071 > 0.05$, then H5 is rejected, which means that the Personality sub-variable has no direct significant effect on the Customer Loyalty variable. While parameter 3 shows a significance probability value of $0.000 < 0.05$, then H6 is accepted which means that the Customer Satisfaction variable has a direct significant effect on the Customer Loyalty variable.

To test the seventh hypothesis (H7) in analyzing the effect of the Customer Behavior variable (X) on the Customer Loyalty variable (Y2) mediated by the Customer Satisfaction variable (Y1) indirectly the "Sobel Test" test was carried out. Following are the results of the analysis of the mediation model (intervening):

Tabel9:Coefficients a

Coefficients^a

Model		Unstandardized Coefficients		Standardized	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.309	1.019		3.247	.001
	Perilaku Pelanggan	.142	.039	.300	3.686	.000
	Kepuasan Pelanggan	.371	.073	.414	5.089	.000

a. Dependent Variable: Loyalitas Pelanggan

Table 9 shows that the regression coefficient value of Customer Behavior with dimensions based on reference group, culture, and personality subvariable on customer behavior is 0.142 & the std error is 0.039 with a significance value of 0.000. Then the regression coefficient value of customer satisfaction on customer loyalty is 0.371 & the std error is 0.073 with a significance value of 0.000. If described, the model will be formed as follows:

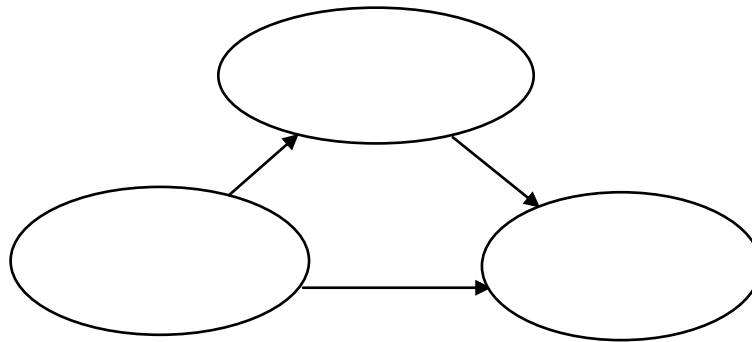


Figure 4: Mediator Model

The mediator model is formed from the results of the first and second regression analysis so as to form a path analysis model with customer satisfaction as the mediator. The following is the result of calculating the z value from the 'Sobel Test' test as follow:

$$z = \frac{ab}{\sqrt{b^2 SE^2 a) \times (a^2 SE^2 b)}$$

$$z = \frac{0,142 \times 0,371}{\sqrt{0,371^2 0,39^2) \times (0,142^2 0,73^2)}}$$

$$z = \frac{0,0527}{\sqrt{0,0002}}$$

$$z = \frac{0,0527}{0,014}$$

$$z = 3,764$$

From the results of the Sobel test, the z-value of 3.764 was obtained, because the z value obtained is $3.764 > 1.96$ with a significance level of 5%, this proves that customer satisfaction is able to mediate the relationship between the influences of customer behavior on customer loyalty.

Based on the results of the research that has been done, it is evident that each variable has a significant effect on customer loyalty, as well as variations in the mediation model which also have a significant effect. The following is a discussion of each variable in order to answer the hypothesis and compare it with previous research.

Variables of Customer Behavior and Customer Satisfaction on Customer Loyalty. The customer behavior variable in which there are 3 dimensions, namely: reference group, culture, and personality has a positive and significant influence on the customer loyalty variable with a significance level of $0.000 < 0.05$.

Variables of Customer Behavior on Customer Satisfaction. The customer behavior variable which consists of the dimensions: reference group, culture, and personality has a positive and significant influence on the customer satisfaction variable with a significance level of $0.000 < 0.05$.

Variables of Customer Behavior on Customer Loyalty are Mediated by Customer Satisfaction. Based on a series of analytical processes starting from regression testing of each variable to the 'Sobel Test' test, the z-value is $3.764 > 1.96$; shows that the customer loyalty variable can be positively and significantly influenced by the customer behavior variable mediated by the customer satisfaction variable.

CONCLUSIONS

Based on the results of testing using SPSS ver25, it can be said that the sample data used is considered to be normally distributed. The interpretation of the parameter test results shows the significance probability value of the Customer Behavior variable with dimensions by Group Reference (X1) and Culture (X2) shows a value of 0.000 and $0.004 < 0.05$, this means that the H2 and H3 hypotheses are accepted which means that the group reference sub variable and culture have a direct significant effect on customer satisfaction variables. While, the Personality variable (X3) shows a value of $0.054 > 0.05$, which means that H4 is rejected so that the personality sub variable does not have a direct significant effect on the customer satisfaction variable. The interpretation of the test results for parameter 1 shows a significance probability value of $0.000 < 0.05$, then H1 is accepted which means that the Reference Group sub variable has a direct significant effect on the Customer Loyalty variable.

While the test results for parameter 2 show a significance probability value of $0.071 > 0.05$, then H5 is rejected, which means that the Personality sub-variable has no direct significant effect on the Customer Loyalty variable. While parameter 3 shows a significance probability value of $0.000 < 0.05$, then H6 is accepted which means that the Customer Satisfaction variable has a direct significant effect on the Customer Loyalty variable. To test the seventh hypothesis (H7) in analyzing the influence of the Customer Behavior variable (X) on the Customer Loyalty variable (Y2) mediated by the Customer Satisfaction variable (Y1) indirectly the "Sobel Test" test, obtained a z value of 3.764. Because the z value obtained is $3.764 > 1.96$ with a significance level of 5%, this proves that customer satisfaction is able to mediate the relationship between the influences of customer behavior on customer loyalty.

Based on the results of the research that has been done, it is evident that each variable has a significant effect on customer loyalty, as well as variations in the mediation model which also have a significant effect.

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