The Impact of Consumer Behavior and Time Efficiency on Purchase Satisfaction Through the Ease of Use of the Go-Food Application Among Students of the Faculty of Economics and Business State University of Jakarta 2025

Lutfiah Nur Azizah[1], Fethia Soliha Ramdoni[2], Osly Usman[3]

[1]Office Administration Education, Faculty of Economics and Business, Universitas Negeri Jakarta, East Jakarta, Indonesia
[2]Office Administration Education, Faculty of Economics and Business, Universitas Negeri Jakarta, East Jakarta, Indonesia
[3]Faculty of Economics and Business, Universitas Negeri Jakarta, East Jakarta, Indonesia
Email: nrazizalt3@gmail.com[1], fethia24soliha@gmail.com[2], oslyusman@unj.ac.id[3]

Abstract. The purpose of this study is to examine how consumer behavior and time efficiency influence purchase satisfaction among students at the Faculty of Economics and Business, Universitas Negeri Jakarta (UNJ). This study is based on the fact that students frequently use online food ordering services, particularly the Go-Food app, which is considered convenient and effective. The research was conducted quantitatively using a survey method; data were collected through questionnaires distributed to active students within the faculty. The influence of each variable was determined through multiple regression analysis. The findings indicate that both consumer behavior and time efficiency have a positive and significant impact on purchase satisfaction. This is attributed to the ease of use of the Go-Food app. The results suggest that technological ease plays a crucial role in enhancing customer experience, particularly among the younger generation, who prioritize convenience and efficiency in their purchasing behavior.

Keywords: Consumer Behavior, Time Efficiency, Purchase Satisfaction, Ease of Use, Go-Food

Introduction

The rapid proliferation of digital technology has revolutionized the ways in which individuals interact with goods and services, giving rise to increasingly efficient, user-friendly, and time-saving digital platforms. Within the context of the food and beverage industry in Indonesia, this transformation is prominently embodied in the expansion of Online Food Delivery (OFD) services. Among these, GoFood, an application integrated within the GoTo ecosystem, has become a central player, significantly altering consumption habits, particularly among young consumers such as university students. These students often juggle academic responsibilities, social commitments, and part-time employment, which in turn heightens their reliance on quick and convenient solutions for daily needs, including food access.

According to a report by Tenggara Strategics in (VOI, 2022), GoFood commanded the highest market share in Indonesia's OFD sector, with a transaction value of IDR 30.65 trillion in 2021—constituting 39% of the total gross market value (GMV) of IDR 78.4 trillion. This strong performance is attributed to several factors, including ease of navigation, extensive merchant availability, fast delivery times, and integration with the broader Gojek ecosystem. These features collectively appeal to modern consumer expectations that prioritize efficiency and minimal friction in service access. Furthermore, GoFood's continuous efforts to innovate user experience have kept it relevant in a highly competitive market, particularly post-pandemic when the shift toward digital behavior became more pronounced and enduring.

One of the crucial determinants in consumer satisfaction with digital platforms is the concept of perceived ease of use, a construct originally framed within the Technology Acceptance Model (TAM). TAM suggests that users are more likely to adopt and remain loyal to technologies that they find intuitive and uncomplicated. In the case of GoFood, its simplicity and functional design encourage repeat usage, particularly among users with limited time and high mobility, such as university students. As noted by (Gofood, 2024), "GoFood has become an essential service that allows users to avoid queues and instantly access hundreds of food options with just a few taps."

Another key element that interacts with ease of use is consumer behavior, specifically relating to consumptive tendencies and the pursuit of time efficiency. University students, who often face tight schedules and fluctuating routines, are inclined to favor platforms that can accommodate their need for speed and flexibility. As a result, their purchasing satisfaction is not merely a reflection of the product or service received, but also a function of how well the platform aligns with their lifestyle.

Several studies support the notion that consumptive behavior positively impacts purchasing satisfaction. (Fitriani & Khasanah, 2024) found that individuals with higher consumptive tendencies were more likely to make purchases, particularly in the context of clothing in Kebumen. Regarding time efficiency, (Lestari & Mu'awwanah, 2025) confirmed that time efficiency significantly affects customer satisfaction, highlighting that an efficient service enhances satisfaction levels. Moreover, research by (Khusna & Khoiriawati, 2023) and (Hidayah & Nugroho, 2024) supported that both time efficiency and ease of use significantly contribute to the satisfaction of GoFood users, with time-saving being a key determinant of the platform's perceived ease of use. Additionally, (Aprillia & Sanjaya, 2023) found that users satisfaction with GoFood improved when time efficiency and the app's ease of use were prioritized.

This study seeks to explore the interplay between consumptive behavior, time efficiency, and purchasing satisfaction, while placing perceived ease of use as a mediating factor in the context of GoFood usage. By examining this relationship, the research aims to contribute to a nuanced understanding of how digital service platforms can optimize engagement and satisfaction, particularly among young, tech-savvy consumers in an increasingly digitalized society.

Literature Review
Consumptive Behavior
Before delving deeper into consumptive behavior, it is important to understand the sources and components that trigger it in daily life. According to (Cahyoseputro & Rizki, n.d.), an individual's materialistic tendency to purchase goods without considering their needs and desires for personal enjoyment causes consumptive behavior. Key indicators of consumptive behavior that can be used for identification include the frequency of unplanned purchases, the impulse to buy due to discounts, and an interest in appealing foods.

Time Efficiency
To understand how consumer behavior is influenced by aspects of comfort and practicality, it is important to look at the role of efficiency in the decision-making process. According to (Bachtiar et al., 2024), efficiency is the accuracy of methods in performing tasks without wasting energy, time, and cost. Something is considered efficient if it can complete a task on time and use resources minimally. In the context of consumer behavior, indicators of efficiency can be seen from quick ordering times, short waiting times, and the convenience of practical shopping without having to leave home.

Customer Purchase Satisfaction
In evaluating the results of the purchasing process, one important aspect to consider is the level of satisfaction experienced by the customers. Customer satisfaction is the feeling of happiness or disappointment that arises after comparing the actual performance or results of a product against the expected performance (Ningsih & Rika Novita Sari, 2024). Some indicators that reflect customer satisfaction include the quality of food that meets expectations, the timeliness of delivery, and overall satisfaction with the ordering experience.

Convenience of the Go-Food Application
Ease of use is one of the important factors in determining consumer satisfaction and interest in behavior towards a digital service application. In the context of food delivery services like GoFood, ease becomes the main aspect that influences consumer decisions in using the application . According to (Ali & Widiati, 2023), the GoFood service is considered easy to use during the ordering process, as well as efficient in terms of access time. The ease perceived by consumers not only impacts the user experience but also contributes to an increase in consumer interest and behavior in using the service repeatedly. The indicators that reflect the ease of use of the GoFood application include easy navigation, a short ordering process, and ease of payment.

Methods

This study employs a quantitative approach using a survey method to objectively measure and test the relationships between variables. By adopting a quantitative approach, this research aims to obtain numerical data that can be analyzed statistically to determine the strength and direction of the relationships between variables. The use of a representative sample and standardized instruments, such as Likert scale questionnaires, allows the findings to be generalized to a larger. The population for this study includes all students from the Faculty of Economics and Business at Universitas Negeri Jakarta (UNJ) who have used the Go-Food application to purchase food or beverages. The sample consists of 100 active students from the Faculty of Economics and Business at UNJ who have used the Go-Food application at least three times in the last three months. The purposive sampling technique, based on predetermined criteria, was employed for selecting the sample. This approach ensures that participants meet the specific criteria outlined by the researcher. Data was collected using a questionnaire to assess the variables under study. The questionnaire consisted of a series of written questions presented to respondents. The independent variables, consumptive behavior and time efficiency—were measured alongside the mediating variable, perceived ease of use of the Go-Food application, and the dependent variable, purchase satisfaction. A five-point Likert scale was used to rate each statement, ranging from "Strongly Disagree" (1) to "Strongly Agree" (5). To increase efficiency and reach a broader audience, the questionnaire was distributed online using platforms like Google Forms.
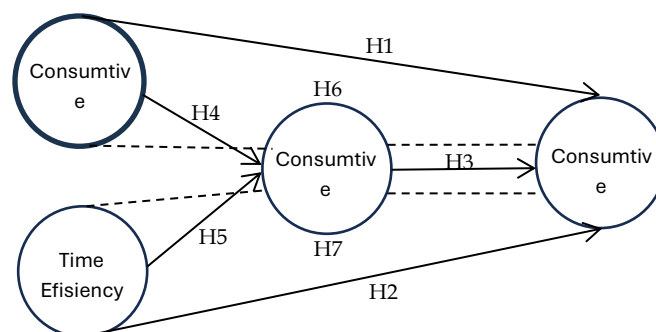
Result and Discussion

Figure 11 Research Hypothesis

This study proposes seven hypotheses to examine the relationship between consumptive behavior, time efficiency, buyer satisfaction, and the ease of use of the Go-Food application among students at the Faculty of Economics and Business, Universitas Negeri Jakarta. The first hypothesis (H1) states that consumptive behavior can influence purchase satisfaction. The second hypothesis (H2) examines the effect of time efficiency on purchase satisfaction. Next, the third hypothesis (H3) looks at the influence of consumptive behavior on the ease of the Go-Food application. The fourth hypothesis (H4) investigates the effect of time efficiency on the ease of the Go-Food application, while the fifth hypothesis (H5) highlights the influence of purchase satisfaction on the ease of the Go-Food application. In addition to direct effects, this study also examines indirect effects through the mediating variable of ease of application. The sixth hypothesis (H6) states that the effect of consumer behavior on purchase satisfaction is mediated by the ease of the Go-Food application. The seventh hypothesis (H7) indicates the influence of time efficiency on purchase satisfaction through the ease of the Go-Food application. These hypotheses will be developed for further analysis to understand the extent to which these factors influence each other in the context of using the Go-Food application by students at the Faculty of Economics and Business, Universitas Negeri Jakarta.

Based on the validity test analysis (outer loading), all indicator variables show loading values above 0.70, except for one indicator in variable Y, namely Y.4, which has a loading value of 0.710. Although this value is below 0.70, it remains within the acceptable threshold for exploratory research. Therefore, overall, all indicators can be considered valid in measuring their respective constructs. In conclusion, all indicators are deemed valid, and none were eliminated.

Construct X_1 obtained a Cronbach's Alpha value of 0.768, indicating a good level of internal

reliability as it exceeds the 0.7 threshold. The CR values of 0.759 and 0.767 further support that the indicators within this construct are consistent in measuring the intended concept. Additionally, the AVE of 0.568 indicates that more than half of the variance in the indicators can be explained by this construct, suggesting it possesses adequate convergent validity. Next, construct X_2 recorded a Cronbach's Alpha of 0.764, also falling within the reliable category. The CR values of 0.768 and 0.772 indicate that this construct exhibits good internal consistency. Meanwhile, the AVE of 0.587 shows that this construct meets the convergent validity criteria, as its value is above the minimum threshold of 0.5. For construct Y, the Cronbach's Alpha value of 0.890 reflects very high reliability. The CR values of 0.901 and 0.923 further confirm the stability of this construct in measuring its indicators. The AVE of 0.685 also demonstrates the construct's strong ability to explain the variance in its indicators, indicating excellent convergent validity. Construct Z achieved the highest Cronbach's Alpha value of 0.910, signifying very strong reliability. The CR values of 0.913 and 0.919 confirm that this construct is highly consistent. The AVE of 0.689 further supports that this construct is able to explain most of the variance in its indicators, reflecting excellent convergent validity.

Based on the evaluation of the Variance Inflation Factor (VIF) values, all indicators in constructs X_1, X_2, Y, and Z have VIF values below the 5.0 threshold, indicating no multicollinearity issues in the model. The VIF values for construct X1 range from 1.275 to 1.689, while construct X2 ranges from 1.587 to 1.920. Construct Y shows VIF values between 1.282 and 1.976, and construct Z has the highest VIF value of 2.480 for indicator Z.5. Although some indicators have VIF values close to 2, all values remain low and acceptable. Therefore, it can be concluded that all indicators are free from multicollinearity and suitable for further model testing.

The discriminant validity test was conducted using the Fornell-Larcker criterion, which compares the square root of the Average Variance Extracted (AVE) for each construct with the correlation values between constructs. The results show that the square root of the AVE for each construct—X1 at 0.789, X2 at 0.810, Y at 0.733, and Z at 0.820—is greater than the correlation values between the constructs. For instance, the correlation between X1 and X2 is 0.473, between X2 and Z is 0.671, and between Y and Z is 0.541, all of which are lower than the square root of the AVE for each construct. This indicates that each construct has a stronger relationship with its own indicators than with other constructs. Therefore, it can be concluded that all constructs in the model meet the discriminant validity criteria based on the Fornell-Larcker method.

The R-Square value is used to measure the extent to which independent variables can explain the dependent variable in the model. Based on the test results, the R-Square value for variable Y is 0.523, meaning that constructs X1 and X2 can explain approximately 52.3% of the variation in construct Y. Meanwhile, the R-Square value for construct Z is 0.560, indicating that constructs X1, X2, and Y together explain 56.0% of the variation in construct Z. The average adjusted R-Square values are moderate, with 0.511 for Y and 0.534 for Z, which are considered quite good for the model. Overall, these values suggest that the model has a moderate predictive power, and the relationships between the constructs in the model are strong enough for further analysis.

Based on the calculation of the f-square (f^2) values for the correlations between variables X1, X2, Y, and Z, it can be concluded that the relationship between X2 and Z has the largest effect size with an f^2 value of 0.215, which falls under the moderate category. This indicates that X2 has a significant contribution to the variation in variable Z. Meanwhile, the relationships between X2 and Y (f^2 = 0.133) and Y and Z (f^2 = 0.119) show moderate effect sizes, while the relationship between X1 and Z (f^2 = 0.107) and X2 and Y (f^2 = 0.065) are categorized as small. Overall, these results suggest that most of the relationships between variables have small to moderate effects. In this context, the f-square value helps to quantitatively understand the influence of an independent variable on a dependent variable, and can be used to assess the importance of a relationship in the analysis model.

Table 16 Direct Influence Hypothesis Testing

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
X₁ -> Y	0.446	0.443	0.135	4.121	0.000
X₁ -> Z	0.172	0.162	0.163	1.321	0.372
X₂ -> Y	0.352	0.346	0.122	3.534	0.000

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
X₂ -> Z	0.547	0.543	0.172	3.163	0.002
Y -> Z	0.189	0.213	0.123	1.743	0.073

Hypothesis testing on the direct effects between constructs was conducted by examining the T-Statistics and P-Values. The results indicate significant direct effects from X_1 to Y (T = 4.121; p = 0.000) and from X2 to Y (T = 3.534; P = 0.000), as both P-values are less than 0.05 and T-values exceed 1.96. Indicate possitive and significant effect. According to research (Ikayanti & Inayati, 2021), consumer behavior is significantly influenced by digital culture, electronic lifestyle, and social media. Students prefer using practical e-lifestyle services like Go-Food due to time efficiency, and promotional content on social media encourages impulsive purchasing decisions. Meanwhile, digital culture enables fast and easy transactions, which enhances consumer habits. In 2025, students in the Faculty of Economics and Business will increasingly use the Go-Food app because of these three factors. Additionally, X_2 has a significant direct effect on Z (T = 3.163; P = 0.002). Indicate positive and significant effect. On the other hand, the direct effect of X1 on Z is not significant (T = 1.321; P = 0.372), as the P-value is greater than 0.05 and the T-value is below 1.96. Similarly, the effect of Y on Z is also not statistically significant (T = 1.743; P = 0.073), though the P-value is close to the 0.05 threshold. Therefore, it can be concluded that in this model, the hypotheses asserting direct effects of X1 → Y, X2 → Y, and X2 → Z are supported by the data, while the direct effects of X1 → Z and Y → Z are not significantly supported, as can be seen in Table 1.

Table 17 Indirect Influence Hypothesis Testing

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
X₁ -> Y -> Z	0.076	0.092	0.057	1.583	0.120
X₂ -> Y -> Z	0.069	0.068	0.043	1.557	0.132

The analysis of indirect effects was conducted to examine whether Y mediates the relationship between X1 and Z, as well as between X2 and Z. The results show that the indirect effect of X1 on Z through Y has a coefficient of 0.076, with a T-statistic of 1.583 and a P-value of 0.120. Similarly, the indirect effect of X2 on Z through Y has a coefficient of 0.069, with a T-statistic of 1.557 and a P-value of 0.132. Both P-values exceed the significance threshold of 0.05, indicating that the indirect effects of X1 and X2 on Z through Y are not statistically significant. Therefore, the hypothesis regarding the mediating effect of Y is not supported, and it can be concluded that Y does not significantly mediate the relationship between X1 or X2 and Z in this model, as can be seen in Table 2.

Conclusion

The study conducted on students from the Faculty of Economics and Business at Universitas Negeri Jakarta regarding the impact of consumer behavior and time efficiency on purchase satisfaction through the ease of use of the Go-Food app yields several conclusions. First, it was found that student consumer behavior affects purchase satisfaction; the more consumer behavior exhibited on the Go-Food app, the higher their satisfaction with their purchases. Second, time efficiency also influences purchase satisfaction, as students feel more satisfied when the app helps save time during food orders. Third, time efficiency significantly affects the ease of use of the app, meaning students find Go-Food easy to use because it helps them complete tasks faster and more efficiently. However, consumer behavior does not significantly impact the perceived ease of use of the app, meaning users do not necessarily find the app easy to use. Additionally, purchase satisfaction does not significantly influence the perception of the app's ease of use, indicating that while students are satisfied with the service, it does not guarantee an improved perception of ease of use. Finally, no significant indirect effect of consumer behavior and time efficiency on ease of use through purchase satisfaction was found. Future research should expand the population and consider additional variables such as user loyalty, user experience, or emotional

satisfaction for a better understanding of digital consumer behavior.

References

Ali, A. B., & Widiati, E. (2023). *Analisis Pengaruh Persepsi Kegunaan Dan Kemudahan Pada Minat Menggunakan Aplikasi Gofood Dengan Metode TAM*. https://doi.org/10.17509/manajerial.v22i1

Aprillia, N., & Sanjaya, M. R. (2023). Analisis Kepuasan Pengguna terhadap Layanan Gofood Menggunakan Metode End User Computing Satisfaction. *Jurnal Teknologi Dan Sistem Informasi Bisnis*, *5*(4), 511–520. https://doi.org/10.47233/jteksis.v5i4.1053

Bachtiar, R. E. P., Mas'ud, M., Imaduddin, I., & Budiandriani, B. (2024). Strategi Efisiensi Berkelanjutan dan Dampaknya Pada Kinerja Operasional Dinas Pendapatan Makassar. *Jesya*, *7*(2), 2091–2097. https://doi.org/10.36778/jesya.v7i2.1766

Cahyoseputro, W., & Rizki, M. P. (n.d.). *Pengaruh Fintech Lending terhadap Perilaku Konsumtif dan Gaya Hidup Generasi Milennial di Kota Bandung*.

Fitriani, N., & Khasanah, N. (2024). Pengaruh Perilaku Konsumtif terhadap Keputusan Pembelian Pakaian di Kebumen. *Jurnal Ekonomi Dan Bisnis Digital (EKOBIL)*, *3*(3), 24–30. https://doi.org/10.58765/ekobil.v3i3.240

Gofood. (2024). *GoFood Tetap No. 1 di Indonesia*. Gojek. https://www.gojek.com/blog/gofood/gofood-tetap-no-1

Hidayah, N., & Nugroho, A. (2024). Analisis Kepuasan Pengguna Layanan GoFood pada Aplikasi Gojek Menggunakan Metode End User Computing Satisfaction di Kota Salatiga. *JIPI (Jurnal Ilmiah Penelitian Dan Pembelajaran Informatika)*, *9*(4), 1855–1868. https://doi.org/10.29100/jipi.v9i4.5509

Ikayanti, M., & Inayati, I. (2021). Efektivitas Pemeriksaan Pajak: Sebuah Tinjauan Literatur. *Syntax Idea*, *3*(11), 2436. https://doi.org/10.36418/syntax-idea.v3i11.1579

Khusna, K. M., & Khoiriawati, N. (2023). Pengaruh Fitur Layanan, Kemudahan dan Efisiensi terhadap Kepuasan Pengguna Aplikasi Muamalat DIN. *Al-Kharaj: Jurnal Ekonomi, Keuangan & Bisnis Syariah*, *5*(6), 2749–2766. https://doi.org/10.47467/alkharaj.v5i6.3625

Lestari, D. P., & Mu'awwanah, U. (2025). Analisis Kualitas Pelayanan, Harga, dan Efisiensi Waktu terhadap Kepuasan Pelanggan pada Usaha Jahit. *Ekonomi, Keuangan, Investasi Dan Syariah (EKUITAS)*, *6*(4), 531–539. https://doi.org/10.47065/ekuitas.v6i4.7204

Ningsih, A., & Rika Novita Sari. (2024). Customer value Dan Customer Experience Terhadap Customer satisfaction. *JEMSI (Jurnal Ekonomi, Manajemen, Dan Akuntansi)*, *10*(3), 2171–2178. https://doi.org/10.35870/jemsi.v10i3.2610

VOI. (2022). *Valued at Rp30.65 Trilion, GoFood's Largest Food Delivery Transaction and Consumer's Top Choice: ShopeeFood Gives Competitive Prices*. VOI. https://voi.id/en/economy/179452