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CUSTOMER PREFERENCES ON WEB DESIGN TOWARDS ONLINE FOOD DELIVERY BUSINESS IN BANDAR LAMPUNG, INDONESIA.

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Abstract

This research conducted is a basic research type with the purpose of acquiring and expanding public knowledge and awareness. The aims of this study are to find out about customer preferences on web design towards online food delivery business in Bandar Lampung, Indonesia. This research is a non-experimental study with variant analysis of data. The main objectives of the research were to analysis of the data that is used in this study consisted of straightforward analysis to look at the factors of web design influenced customer to purchase food using online service through. The number of sample used for a respondent in analysis are randomly 100 chosen people in Lampung from age 18 years old. The respondent will be divided into 50 men and 50 women for sample size selection. The results show that (1) the background and habits of customers using e-service food delivery, (2) the features of web design that greatly influence individual customers and (3) factors of web design is one of the preferences of their decision to buy food through online delivery.

Keywords: customer preference, web design, online food

1. INTRODUCTION

In the past, people who become rich and successful who were older than the present batch of millionaires who make millions based on technologies information such as online business. E- service business includes the organization of cooperation podiums that allows different organizations to share information and knowledge for reciprocal benefit, i.e. the organization of marketplaces that bring organizations together for buying and selling products and services or providing an online

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business support service. (Combe, C. (2013). Introduction to e-business: management and strategy. Butterworth-Heinemann). The highest profile types of online business comprise those that sell products or services to customers. Companies nowadays rely a lot on the online technologies to expand their businesses and following trend of moving forward revolution 4.0. The companies have to fulfil demand of the customers that using e- services for any transaction and purchasing as a common daily activity. By applying e-services in daily basis, customers can save time and simplify task due to many other commitments to do. The online food ordering system is a system that provides an online food menu to facilitate customers by placing their order. Also with the food menu available, online customers can easily track their orders. Example of the company used for this research are Foodpanda and GrabFood. (International Journal of Computer Applications, December 2017). Web design is the process of creating a website that covers several different aspects such as web page layout, content production, and graphic design. web design is technically a subset of the broader category of web development. (Christensson, Per. "Web Design Definition." TechTerms. Sharpened Productions, Web. 23 November 2019).

This study is to identify the customer interest in web design online food delivery business such as grabfod and foodpanda. In this technological age that moving forward the revolution of 4.0, many companies have used online technology as a business medium. Therefore, this study was conducted to determine whether customer behavior is influenced by the technological changes used by company's base on the web design preference. Online business alone is not enough to attract customers. Therefore, this study also conducted to determine whether attractive web design can influence customers.

2. RESEARCH METHOD

Research methodology is the precise procedures or techniques used to identify, select, process, and analyze information about a topic. In a research paper, the methodology section allows the reader to analytically evaluate a study's overall validity and reliability. (Research Support: Research Methodology. Libguides, 13 August 2019.) To conduct this study, various research methods have been used to facilitate the research process. Research methods are important in conducting any research to ensure that the results of the study are accurate. Research methodology that used for this study are Population and Study Sample where the focus of this

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study is among Indonesian citizens in Lampung Sumatra where 100 people of all ages and backgrounds will be selected to serve as respondents to strengthen this study. The reason Lampung chosen as a place for this research because it would allow the researcher to distribute the questionnaire as it was close to the researcher's institution place Meanwhile, Sample Size and Selection of Sample are among the 100 sample, the sample selection will be around 50 men and 50 women.

3. FINDINGS AND DISCUSSION

The background, frequency and habits of customers using e-service food delivery.

1. Gender / Jenis Kelamin
100 responses

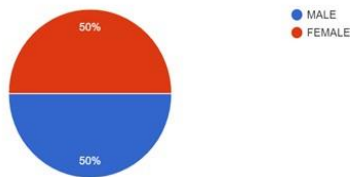


Figure 1.1

2. Age / Umur
100 responses

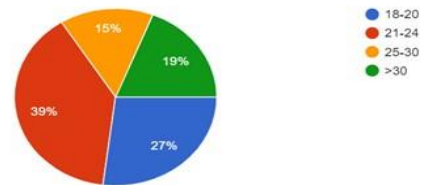


Figure 1.2

Based on the data in figure 1.0, among 100 respondents there are 50 men and 50 women according to the target data. According to figure 1.2, the highest number of respondent are around age 21 to 24 years old.

3. Occupations / Pekerjaan
100 responses

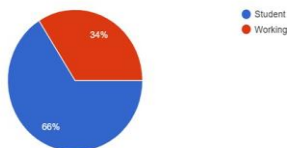


Figure 1.3

1. How often do you use food delivery?
100 responses



Figure 1.4

In figure 1.3, the data shown that 66 respondents are student and 34 respondents are working. Student are more than working respondent due to Area of the study

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conducted have many University and age of the respondent mostly below 25 years old.

2. How much do you spent on every purchases?

100 responses

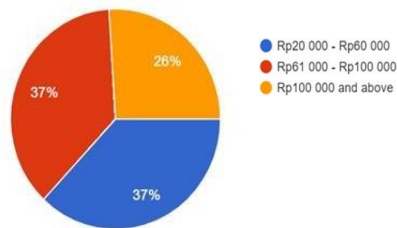


Figure 1.5

3. In what age did you start using website to purchase food via online?

100 responses

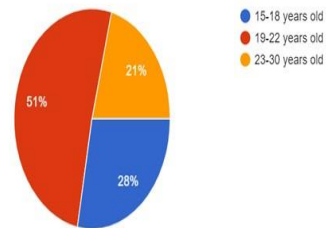


Figure 1.6

Based on data 1.5 above, respondents shopped as much as 61,000 Rupiahs to 100,000 Rupiah and 100,000 and above had the same amount which are 37 people. Respondents who shop below 60,000 are down as many as 26 people. In figure 1.6 above, the highest respondents who started using online food services were from the age of 19 to 22 years, namely 51 people and the lowest was as many as 21 people, between 23 years and 30 years.

The top three features of web design that greatly influence individual customers.

1. What situation encourages you to browse the e-service platform?

100 responses

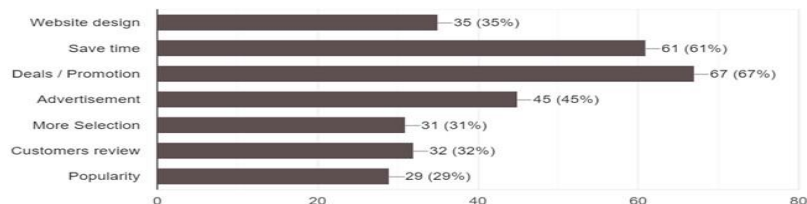


Figure 2.0

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Based on the figure 2.0 above, the three highest features chosen by the respondent are deals and promotion with 67 people, save time (61 respondents) and advertisement (45 respondents). Its show that deals and promotion are really important to attract customer to use online food delivery. Food delivery service saving them time from having to leave home or work to buy food. Advertising on the website business strongly influences customers to buy food online. The lowest features chosen are popularity because popularity only occurs at certain times and does not last long.

2. What become your priorities while using e-service platform?
100 responses

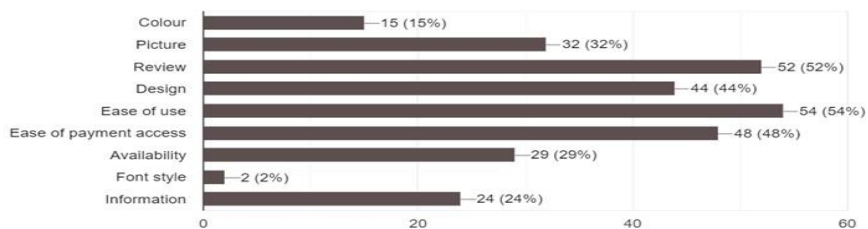


Figure 2.1

Based on the figure 2.1 above, respondents' priorities in using the e-service were an easy-to- use feature with 54 people choosing it. Second and third highest features rating are review and ease of payment access. Its shows that review offer valued guidance from people who have purchased food at the store and helping customers make it easier to make decisions. The lowest features chosen are font type.

General factors of web design are one of the preferences towards their decision to buy food through online delivery.

This part show results of most chosen level of agree or disagree using the scale from 1 (Strongly Disagree) to 5 (Strongly Agree)

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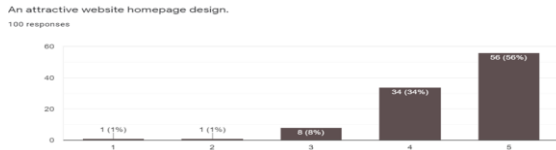


Figure 3.0



Figure 3.1

Based on the figure 3.0 above, majority of respondent agree (42 respondents) and strongly agree (56 respondents) with an attractive website homepage design to be one of their factors using e-service to buy food. The data shows that an attractive website homepage can influence a customer's psychology of purchasing food online. In the figure 3.1, majority of respondent agree (42 respondents) and strongly agree (46 respondents) with the features on the website makes the ordering process faster influence their decision to purchase food using e-service. The features in website help them to save time from choosing from so many shops and decide such as review, payment access and etc.

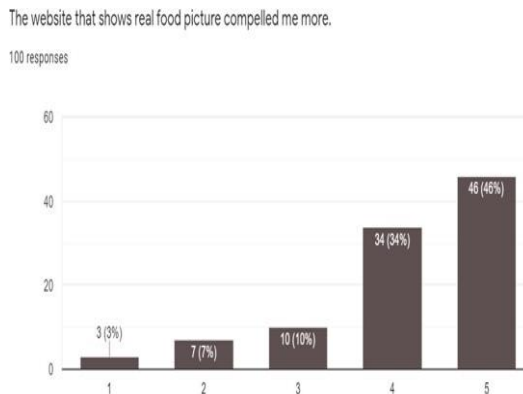


Figure 3.2

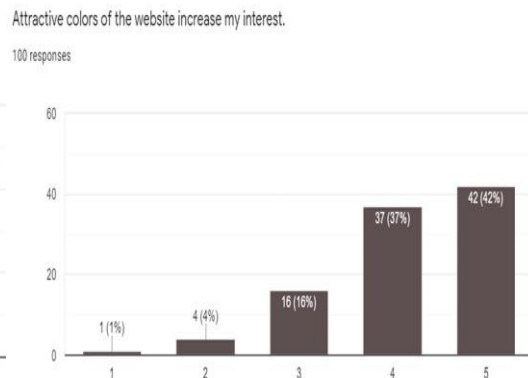


Figure 3.3

Based on figure 3.2, widely held of the respondents are agree (34 respondents) and strongly agree (46 respondent) with website that shows real food compelled them more. Some studies have initiate that viewing at pictures of real foods (especially foods that stimulate appetite) can generate cravings. Even if you're not excessively hungry but when you look at photos of food, they can essentially cause the release

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of hormones that all of a sudden make you hungry. In figure 3.3, colors factor shows that the respondent in Lampung agree with 37 respondents and strongly agree with 42 respondents. Color psychology has been used in marketing ever since. For example, Green and natural tones are normally used for natural, organic, organic and healthy food choices. For those who are sentient of healthy consumption, these colors are stimulating. Red is the color best used by the fast food chain, charted by yellow and orange. Yellow and orange are the colors that create hunger. Red is related with feeling and passion. So when one sees red mixed with yellow and orange, they turn out to be greatly hungry. For meat, potatoes and sauces, there may not be plentiful.

Restaurant ratings shown on website encourage me to buy from it.
100 responses

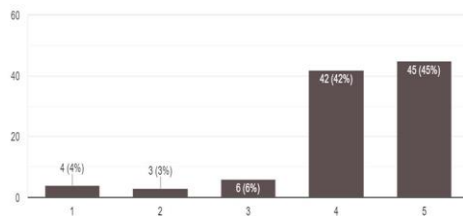


Figure 3.4

Prefer a simple check out and place order session to purchase food.
100 responses

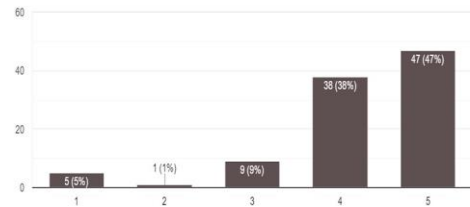


Figure 3.5

Based on the figure 3.4, predominantly respondents are agreeing (42 respondents) and strongly agree with restaurant rating encourage them to buy from it. Many people will have a strong sense of confidence when they see other people give certain shop or restaurant a high rating because they will just assume the ratings shows that the restaurant really selling a delicious food worth the price. In the figure 3.5, majority of respondents prefer a simple checkout and place order session order to purchase food. Self-checkout can reduce the amount of time spent at checkout (Marzocchi and Zammit 2006). Transaction speediness is the time obligatory to efficiently complete transactions through Self Service Technologies (Dabholkar1996) and has been stated ever since the early studies of Self Service Technologies (e.g., Langeard et al.1981; Bateson 1985) as vital deliberations for customers (Collier and Kimes 2013).

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4. CONCLUSION

Here are many reasons why building a website requires that need to have the right implements and resources. Standardization is one factor. When a company uses the right tools and features, it shows that the webpage with the factors studied will be standard and acceptable to every visitor. By using standard resources and tools, visitors can see businesses website no matter what browser they use. Company pages must load faster and they will be able to maintain the pages they create easily. By means of the right resources for web design work will make the website up-to-date. They can easily fit in into modern technologies and software. Emphasis on the features of your business website. Don't over design the website that will shade the business product's identity and services. Retain the website design minimal and allow the primary services to shine. Terminate as many superfluous characters and design features as possible. Design the website based on company objective. Based on company main objective, change step process design to make the conversion rate, advertising, traffic for your blog higher Response time speed need to be improved. Company should have eyes on the site loading. Most users log off the site if it takes more time to load.

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