SAYURBOX REPURCHASE INTENTION DURING COVID-19 USING THEORY PLANNED BEHAVIOR

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Abstract

The Covid-19 pandemic has had an impact on changing patterns of community activity. People are required to protect themselves from the virus but still have to buy daily necessities. Sayurbox is an application that provides a variety of food products. This study aims to determine the effect of attitudes, subjective norms, perceived behavioral control, and eWOM on repurchase intentions at Sayurbox by using the Theory Planned Behavior during Covid-19 in Indonesia. An assosiative quantitative research was conducted in Jabodetabek. 140 samples were collected using questionnaire. Instrument testing and data analysis using software SmartPLS 3.0 Partial Least Square (PLS-SEM) method. The results showed that attitudes, subjective norms, perceived behavioral control, and the moderate influence of eWOM on subjective norms had a positive effect on repurchase intention, while eWOM moderation on perceived behavioral control has no effect on repurchase intention at Sayurbox.

Introduction

Technological developments make the world change at a very fast pace. Obtaining and conveying any information becomes easier with the internet.

According to the Indonesian Internet Service Providers Association (APJII) (2020) survey, internet users in Indonesia in 2019-2020 were 196.71 million people. Mobile or mobile phone is one of the most widely used communication tools to access internet services by internet users. The development of the internet allows business organizations to conduct online business transactions such as mobile business transactions (Sarwono and Prihartono, 2012).

Indonesia has been striving to overcome the pandemic of Covid-19 virus since 2020. The Covid-19 pandemic has forced the Indonesian government to implement a lockdown and people are required to work from home, stay at home, and limit all activities outside the home. One of the obvious impacts is the change in is the activity of buying for daily necessities. People are required to protect themselves from the virus but still have to buy daily necessities.

Food is one of the necessities of life that can be bought online. Currently, people can buy food ingredients such as vegetables, rice, milk, eggs, etc. online through applications that are specifically made to provide food ingredients such as Sayurbox. Sayurbox is a marketplace online in the form of websites and applications with the aim of making it easier for people to buy food for consumption without having to go to the market or supermarket. Sayurbox is an application that specifically provides various food products. Sayurbox has provided its services in several areas in Jakarta, Bogor, Depok, Tangerang, and Bekasi.

Purchase intentions are desires and tendencies that encourage individuals to purchase a product (Bosnjak et al., 2011). According to (Ajzen & Driver, 1991) There are three components that can influence intention namely attitude, subjective norm, and perceived behavioral control. One of the product purchase intentions can be studied with the Theory Planned Behavior (TPB) approach, where intention is the closest predictor. TPB is a theory developed from Theory of Reason Action (TRA) which reveals that a person's intentions are based on the influence of attitudes and subjective norms. Theory Planned Behavior complements TRA with perceived control as an additional factor that can influence one's intentions. Theory Planned Behavior predicts a person's intentions based on attitudes, perceived behavioral control, and subjective norms. Shin et al. (2016) in their study found that perceived behavioral control and attitude were important antecedents of intention and/or actual local food purchase behavior, which were consistent with the TPB. The role of the Electronic Word of Mouth (eWOM) which encourages consumers to collect all information in online media about a product from several people who are considered to have experience with consuming the product so that it can influence consumers' repurchase intentions. In addition, this research was carried out during the Covid-19 pandemic. The data in this study is tested using Structural Equation Modeling (SEM) with software SmartPLS 3.0 (Serra et al., 2021; Turfboer & Silvius, 2021; van Gunsteren, 2020).

Literature review

The Theory of Planned Behavior (TPB) was developed by adding a construct called Perceived Behavioral Control (PBC) from Theory of Rational Action (TRA). The inclusion of the PBC must explain why intentions and behaviors are influenced not only by the person's subjective attitudes and norms, but also by the ease (or difficulty) of the person participating in the PBC. that behavior. Thus, the Theory of Planned Behavior (TPB) explains that intention can predict one's own behavior and intention can be predicted from attitude towards behavior, perceived behavioral control is acceptance and subjective norms (Ajzen & Driver, 1991).

Beliefs about the consequences of a behavior determine attitudes toward that behavior. Beliefs refer to an individual's subjective assessment of the world around them, made by certain behaviors with different advantages or disadvantages that could be gained if the individual did or did not do it (Ajzen & Driver, 1991). Attitude is a psychological emotion that is driven by the consumer's evaluation, when it is positive, the behavioral intention is positive (Chen & Tung, 2014).

According to (Leeraphong & Mardjo, 2013) attitudes tend to be towards certain products, to which consumers react positively or negatively towards certain products. Attitude is becoming one of the most important concepts marketers use to understand consumers. Another opinion expressed by Schifman and Kanuk (2008) states that attitude is an expression of (inner) emotions that reflect a person's happiness or unhappiness, love or not, agree with trick or not.

According Arvola et al. (2008) in her research argues that attitudes has a positive influence on a person's behavioral intentions. According to Ueasangkomsate & Santiteerakul (2016) in their research, it can be seen that all attributes in attitudes affect intentions to do something. A person's awareness of whether or not an attitude is good can encourage a person's intention to do something. This attitude is considered important to a person's intention to purchase H1: It is suspected that attitude has an effect on Sayurbox repurchase intention

According to Kotler et al. (2010) subjective norm is an individual's beliefs about the expectations of (significantly different) people who are influenced by their environment, individually or in groups, regardless of whether they exhibit this certain behavior or not. If consumers give positive feedback about the product, they will try to buy the product. If the manufacturer promotes the product deeply and to the maximum extent, the consumer's intention to buy the product will also increase. Consumers choose products that contain features they deem appropriate for their needs. Evaluation consumers' judgments about a product depend on their knowledge of the current function of product attributes, so consumers' intentions about a product are indirectly influenced by their knowledge. their knowledge of the product's attributes.

Several studies have found that perceived social pressure is an important factor in consumers' green purchasing behavior towards environmentally friendly products ((Chen & Tung, 2014); (Arvola et al., 2008). Subjective norm has an effect on purchase intention (Nguyen et al., 2019).

H2: It is suspected that subjective norm has an effect on Sayurbox repurchase intention

Ajzen (2002) explains perceived behavioral control as a function based on beliefs known as controlling beliefs, specifically beliefs about the presence or absence of factors that support or prevent the individuals perform certain acts. Beliefs are based on an individual's past experiences with behavior and an individual's knowledge of that behavior is obtained by observing the knowledge possessed by oneself and other people known to the individual, and also by various other factors that can increase or decrease an individual's feelings depends on how difficult it is to implement the behavior.

Ajzen (2002) shows the perceived behavioral control, which determines how difficult it is to perform a particular behavior or how easily an individual feels. Individuals' abilities and motivations influence certain than when individuals only have one or no factors (Zhu et al., 2018). The TPB model proposes the development of behavioral control, which is considered an important precursor to intention-setting. Perceived behavioral control has a positive effect on online shopping intention (Baker et al., 2007).

H3: It is suspected that the perceived behavioral control has an effect on Sayurbox repurchase intention

Repurchase intention expressed as the repeated purchase of a service or a good over time. In other words, repurchase intention refers to a consumer's willingness to purchase from a store with which they have had previous shopping experience. Repurchase intention is important because retaining a customer costs much less than finding a new customer; therefore, repeat purchase behavior of existing customers generates more profit for the company (Maharani et al., 2020). When customers are retained, they are more likely to recommend services or goods to new buyers such as family or friends, which can help a company reduce the cost of finding new customers, leading to increased profits (Pham & Ahammad, 2017); (Ho et al., 2020).

Electronic word of mouth can be understood as any positive or negative statement that can be written and read over the internet by a consumer purchasing a particular product (Matute et al., 2016). eWOM is defined as the expression and response of consumers through discussion forums using internet channels after a purchase. eWOM is active and passive consumer engagement, where consumers actively respond to purchased goods and passive consumers seek information and read feedback from active consumers. Through online means.

According to Ismagilova et al. (2017) eWOM is a process of continuous and dynamic exchange of information between current, new or potential consumers about a service, product, company or brand that all individuals and organizations accessible via the internet. Dissemination of news including content and recommendations that appear spontaneously online. According to (Iriobe and Arbiola Oke, 2019) eWOM moderates the influence of subjective norms and perceived behavioral control on revisit intentions. Information from eWOM can

increase the likelihood of travelers who are active on social media platforms and read destination reviews online to visit a destination and can easily influence subjective norms and perceived behavioral control. The results show that the effect of eWOM on the relationship between perceived behavioral control, subjective norms and intention to modify is very minimum. However, the combination of eWOM, subjective norms, perceived behavioral control, and even attitude had a strong influence on revisit intention.

H4a: It is suspected that eWOM moderates the effect of subjective norms on Sayurbox repurchase intention

H4b: It is suspected that eWOM moderates the effect of perceived control on Sayurbox repurchase intention
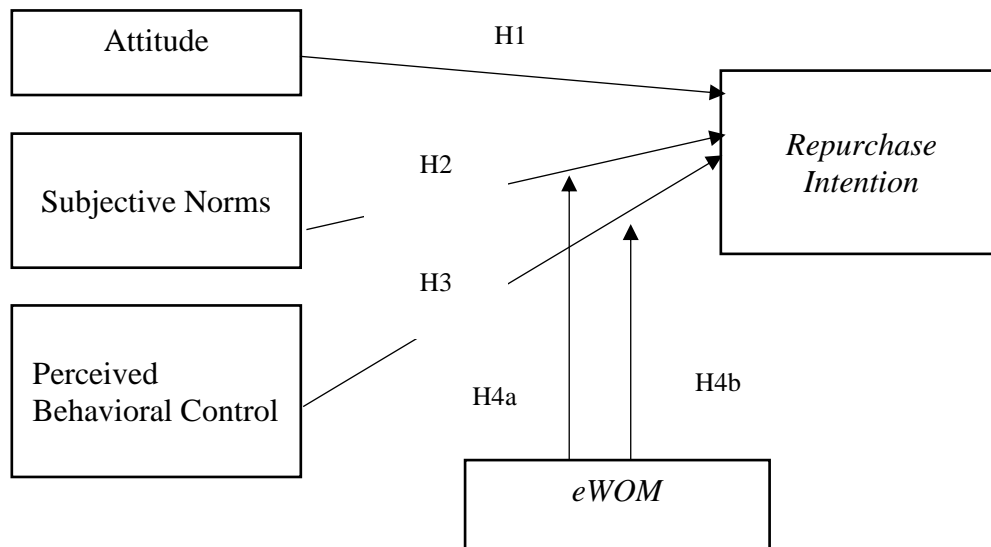

Figure 1. Research Model

Methodology

This research uses a quantitative approach, which the explanation and proof is carried out through statistical calculations. The basic method used in this research is quantitative associative. The associative method is a research problem formulation that is asking the relationship between two or more variables (Sugiyono, 2017). The method of determining the research location is done purposively. Herdiansyah (2010) explains that the purposive is a deliberate selection method based on the characteristics possessed by the subject. The research location chosen in this study is the Sayurbox marketing area, such as Jakarta, Bogor, Depok, Tangerang, and Bekasi areas. 140 samples aged 20-60 years were used in this study. Determination of the number of samples by purposive sampling method. The data used is primary data and secondary data. Online questionnare distributed to respondents were taken as primary data. Secondary data were obtained from online literature. Data collection was done online using Google forms using Likert scale distributed to people living in Greater Jakarta on social media such as Instagram, Twitter, Facebook and other social media.

The analytical method used is Structural Equation Modeling (SEM) using SmartPLS 3.0 software.

(1)   The outer model or measurement model with reflexive indicators is evaluated with convergent and discriminant validity of the indicators and composite reliability for block indicators (Ghozali, 2014). If the value of convergent validity > 0.7 and Average Variance Extracted > 0.5 then the data used is valid. If each indicator has a loading factor for each measured latent variable compared to indicators for other latent variables, the variables used are valid. If the value of discriminant validity > 0.7 the data used is reliable.

(2)   Moderation testing is done by looking at the original sample, if it has a positive or negative value, the t-statistics has a value of more than 1.96, and the p-value has a significant number less than 0.05, it can be concluded that moderation in the study strengthens the relationship between the variables being moderated. (Ghozali, 2014).

(3)   The structural model is tested by looking at the R^2 which is the goodness of fit model. Structural model evaluation was also carried out with Q^2 predictive relevance (Ghozali, 2014). The criteria for the R^2 are 0.67: strong; 0.33: medium; 0.19; weak. If $Q^2 > 0$ then the model has predictive relevance. If $Q^2 < 0$ then the model lacks predictive relevance.

(4)   The significance of the parameter coefficients' results can be evaluated using the Path Coefficient The criteria for testing the hypothesis are the 5% significance level, the t-statistic value is 1.96 and the smaller p-value is equal to 0.05. If t-statistics t-table and p-value alpha (α) then Ha is accepted; H0 is rejected. Meanwhile, if t-statistics t-table and p-value alpha α), then Ha is rejected; H0 is accepted

Results and discussion

Data were collected in the areas of Jakarta, Bogor, Depok, Tangerang, and Bekasi with a total of 140 samples

Descriptive Analysis

Table 1. Result of Descriptive Analysis

Varible	Description	Total	Precentage
Gender	Male	40	29
	Female	100	71
Age	20-40	133	95
	41-60	7	5
Job	Private Employee	64	46
	Others	76	54
Salary	< 3.500.000	30	21
	3.500.001 – 6.500.000	87	63
	> 6.500.000	23	16
Source of Information about Sayurbox	Social Media (Instagram, Twitter, Facebook, Tiktok, dll)	113	81
	Friend	10	7
	Others	17	12

Table 2. Indicator

Laten Variable	Indicator	Source
Attitude (S)	1. Buying products through Sayurbox makes me superior to other people who do not use the app 2. Buying products on the Sayurbox application gives satisfaction for myself 3. I feel buying products on Sayurbox is a good idea 4. I would recommend buying raw or processed food on Sayurbox to others 5. I can give information to others about Sayurbox	(Piha et al., 2018)
Subjective Norm (NS)	1. My colleagues think that I should buy food products through Sayurbox 2. My friend recommends me to buy food products through Sayurbox 3. My neighbors think that buying food products through Sayurbox is beneficial for me 4. My family encourages me to buy food products through Sayurbox 5. Mostly people closest to me buy food products through Sayurbox	(Husin et al., 2016)
Perceived Behavioral Control (PKP)	1. I have the resources or ability to access Sayurbox 2. I had no trouble accessing Sayurbox 3. I feel able to buy food products online on Sayurbox 4. I can influence my colleagues to buy food products on Sayurbox	Aries (2013)
eWOM (E)	1. In my opinion, the comments/reviews on the social media and website related to Sayurbox are useful 2. In my opinion, the comments/reviews on the social media and website of Sayurbox can be trusted 3. In general, every comment/review on the social media and website of Sayurbox is of high quality 4. The recommendation level for Sayurbox iis high, indicating that the product has a good reputation 5. The more reviews/comments there are on the website and social media of Sayurbox, the more likely I am to believe in the product	Park dan Lee in Lin and Foster, (2013), (Teng et al., 2014)
Repurchase Intention (RI)	1. I intend to buy back products on Sayurbox in the future 2. I often look for information about Sayurbox 3. I plan to increase the number of purchases on Sayurbox 4. I intend to buy products on Sayurbox again by adding other product variations 5. I intend to buy back products on Sayurbox by adding other product variations	(Yanti et al., 2019)

Based on the results of the questionnaire via Google Forms, it was found that women had more intention to repurchase on Sayurbox than men. Women when making purchases on Sayurbox will think emotionally about what benefits they will get after buying products on Sayurbox, while men tend to be less consumptive and do not think emotionally about whether buying products on the

Sayurbox application will provide benefits or not. The respondent's age group is dominated by the age group of 20-40 because consumers with that age group have more sufficient information to buy products on Sayurbox. The majority of respondents are private employees with salaries of IDR3,500,001 – IDR 6,500,000. Private employees have the habit of shopping online to save time in activities to meet their needs.

Instrument Testing

Instrument testing was carried out on 30 samples by testing the validity and reliability of variables and indicators. Of the total 24 indicators used, there are 3 indicators that have a loading factor value below 0.7 and the remaining 21 indicators have a value above 0.7 so that they can be used for data analysis. All variables in this study have the value of Average Variance Extracted (AVE), composite reliability, and Cronbach alpha already meet the criteria above 0.5; 0.6; and 0.7 so that it can be used for data analysis.

Table 3. Average Variance Extracted (AVE) Value on Instrument Testing

Variable	AVE	Description
Attitude	0,701	Valid
Subjective Norm	0,591	Valid
Perceived Behavioral Control	0,752	Valid
EWOM	0,787	Valid
Repurchase Intention	0,585	Valid

Table 4. Reliability Result on Instrument Testing

Variable	Composite Reliability	Cronbach's Alpha	Description
Attitude	0,895	0,766	Reliable
Subjective Norm	0,870	0,833	Reliable
Perceived Behavioral Control	0,924	0,895	Reliable
EWOM	0,949	0,941	Reliable
Repurchase Intention	0,871	0,806	Reliable

Data Analysis

Data analysis was performed on 140 samples with 3 stages of analysis: measurement model evaluation (outer model), structural model evaluation (inner model) and moderating and hypothesis testing using SmartPLS 3.03.0.
Evaluation Measurement Model (Outer Model)

This stage is evaluated with convergent and discriminant validity of the indicators and composite reliability for the indicator block (Ghozali, 2014). From the converged validity results, it is known that all the indices meet the convergent

validity scoring criteria because they have a value higher than 0.7 (Figure 1). The validity test that is carried out next is to look at the Average Variance Extracted (AVE) value to test the validity of the latent variable.
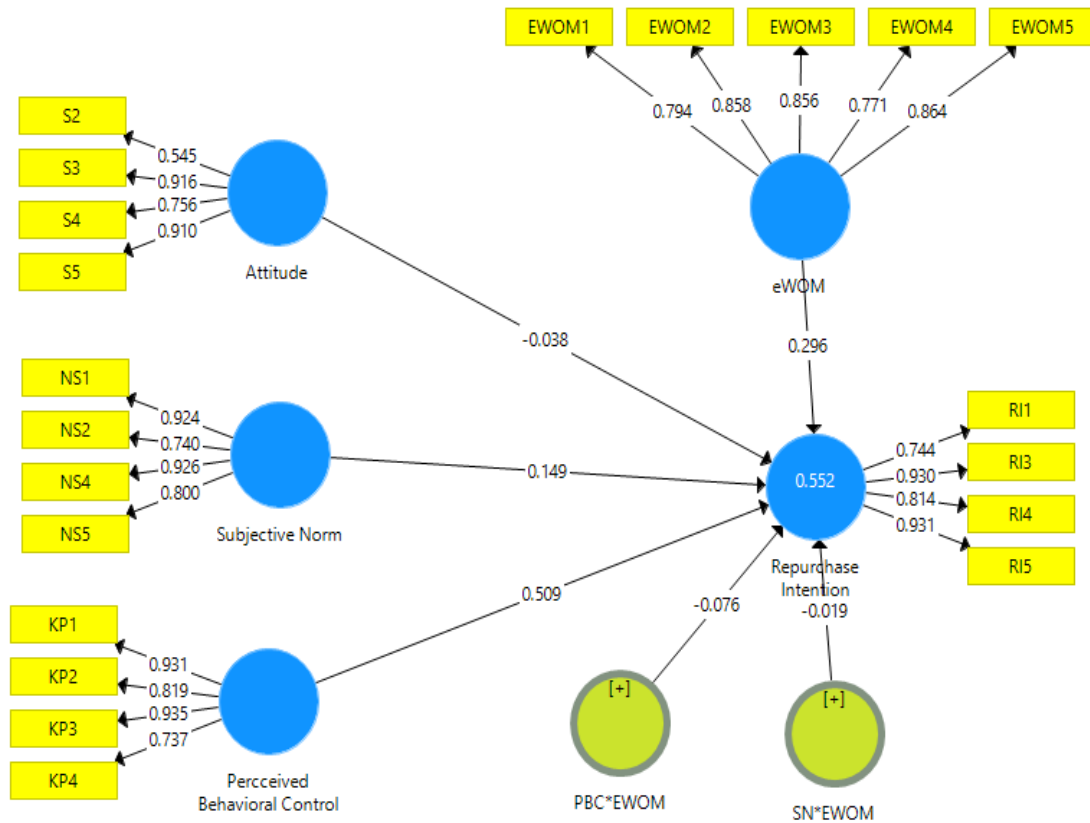

Figure 2. PLS Modeling Path Diagram

Table 5. Average Variance Extracted (AVE) Value

Variabel	AVE	Description
Attitude	0,725	Valid
Subjective Norms	0,723	Valid
Perceived Behavioral Control	0,682	Valid
EWOM	0,860	Valid
Repurchase Intention	0,731	Valid

Table 5 shows that all variables in this study are valid because they have an Average Variance Extracted (AVE) value greater than 0.5.

Table 6. Composite Reliability and Cronbach's Alpha Value

Variabel	Composite Reliability	Cronbach's Alpha	Description
Attitude	0,913	0,875	Reliable
Subjective Norms	0,912	0,895	Reliable
Perceived Behavioral Control	0,895	0,846	Reliable
EWOM	0,968	0,960	Reliable
Repurchase Intention	0,916	0,877	Reliable

Table 6 shows that each variable has met the model assessment criteria where each variable has a Composite Reliability above 0.6 and Cronbach's Alpha above 0.7 so that all variables in this study are said to be reliable.

Evaluation of the Structural Model (*Inner Model*)

R-square is used to evaluate the structural model for the dependent construct. The relationship between latent variables can also be evaluated by looking at the Q-square. Q-square aims to measure how well the observation values generated by the model and also the estimated parameters (Ghozali, 2014).

Table 7. R-square Value

Dependent Variable	R-Square		Category
Repurchase Intention	0,552		Moderat

Table 8. Q-square Value

Dependent Variable	Q-square	Description
Repurchase Intention	0,410	Has predictive relevance

Table 7 shows that the R-square repurchase intention is 0.552. This indicates that attitude, subjective norm, perceived behavioral control, and EWOM are able to explain the construct of repurchase intention by 55.2% while the remaining 44.8% is explained by other variables outside the model such as lifestyle. Table 8 shows the calculation results showing that Q-square between attitude and repurchase intention is 0.066 and 0.410. This indicates that the model has predictive significance when Q-square > 0. This means that the observed values generated by the model as well as the parameter estimates are considered good.

Moderation and Hypothesis Testing

Moderation and hypothesis testing using the Smart Partial Least Square (smartPLS) software was carried out with statistical tests on each path, and the significance results of the parameter coefficients were calculated by the bootstrapping method.

Table 9. Hypothesis Testing Using Booststrapping

		Original Sample	t-statistics	p-value
H1	Attitude -> Repurchase Intention	0,207	2,582	0,010
H2	Subjective Norm -> Repurchase Intention	0,260	2,744	0,006
H3	Perceived Behavioral Control -> Repurchase Intention	0,212	2,551	0,011
H4a	EWOM*NS -> Repurchase Intention	0,181	2,093	0,037
H4b	EWOM*KP -> Repurchase Intention	-0,007	0,091	0,927

H1: It is suspected that attitude has an effect on Sayurbox repurchase intention – **hypothesis accepted**

The results of this study are in line with the research conducted by Arvola

et al. (2008) and Ueasangkomsate & Santiteerakul (2016) in their research stated that attitudes have a positive influence on one's behavioral intentions. (Al-Weqaiyan, 2005) in his research also found that attitude was found to have a positive and significant effect on repurchase intention. In this study can be found attitude has a positive influence on repurchase intentions on Sayurbox. This is because all of a person's attitudes become the basis of his/her decision to purchase an item. In addition, attitude is something that can be learned to respond to likes or dislikes a product so that the higher the level of consumer likes, the higher the intention to repurchase by consumers.

H2: It is suspected that subjective norm has an effect on Sayurbox repurchase intention – **hypothesis accepted**

The results of this study are in line with the research of Chen & Tung (2014), Arvola et al. (2008), and Nguyen et al., (2019) that subjective norms affect purchase intentions. Subjective norms have a positive and significant influence on a person's purchase intention. This influence is because all one's opinions are influenced by one of the opinions of others. Products on Sayurbox must have benefits for everyone, especially from consumers so that everyone's opinion on this product is considered good and can increase the possibility of consumers having repurchase intentions on Sayurbox.

H3: It is suspected that the perceived behavioral control has an effect on Sayurbox repurchase intention – **hypothesis accepted**

The results of this study are in line with the research of Zhu et al. (2018) and Baker et al. (2007) which states that perceived behavioral control has a positive influence on online purchase intentions. Individual abilities and motivations influence to achieve certain behaviors than when individuals have only one or no factors. Perception of behavioral control describes the feeling of a person's ability to have an intention in an activity. The TPB model recommends developing perceived behavioral control as an important precedent for creating intention.

H4a: It is suspected that eWOM moderates the effect of subjective norms on Sayurbox repurchase intention – **hypothesis accepted**

The results of this study are in line with the research of Iriobe and Arbiola Oke (2019) which explains that the effect eWOM on the relationship between subjective norms and intention to revisit is minimal. In this study, it is known that online reviews by consumers can strengthen the influence of subjective norms on repurchase intention. Online reviews themselves can help consumers to find out the quality of products sold by Sayurbox on a regular basis. The response from consumers who have experience buying products on the Sayurbox application is also one of the factors so that consumers can have repurchase intentions. Opinions or influences from people around become stronger when consumers have read online reviews about Sayurbox so that they have the intention of repurchasing on Sayurhox.

H4b: It is suspected that eWOM moderates the effect of perceived control on Sayurbox repurchase intention – **hypothesis rejected**

The results of this study are not in line with the research of Iriobe and

Arbiola Oke (2019) which explains that the effect eWOM on the relationship between perceived behavioral control and intention to revisit is minimal. In this study, it is known that online reviews by consumers do not affect the perception of consumer behavior control on repurchase intention. Ajzen (2002) explains perceived behavioral control as a function based on beliefs called control beliefs, namely beliefs about the presence or absence of factors that support or prevent individuals from eliciting a behavior. belief is based on the individual's previous experience of a behavior. Respondents in this study were consumers who had purchased products on Sayurbox and had purchase experience on Sayurbox. Based on this research, consumers rely on their past experiences to make repurchase decisions on Sayurbox.

Conclusion

The results showed that the majority of respondents were women with an age range of 20-40 years and worked as private employees. The reasons respondents make repeat purchases at Sayurbox are good product quality, speed of delivery, there are many discount vouchers and free shipping, so Sayurbox is quite practical to use when mobility is high. Respondents are also satisfied with the services provided by Sayurbox because it makes it very easy for respondents to meet their daily needs, especially during the Covid-19 pandemic.

Based on the results of the study, it can be concluded that attitudes, subjective norms, perceptions of behavioral control, and the moderate influence of eWOM on subjective norms have a positive effect on repurchase intention. While eWOM moderation on perceived behavioral control has no effect on repurchase intention at Sayurbox. The results of this study support the Theory of Planned Behavior which explains that a person's behavior can be predicted from intentions, where intentions can be predicted from attitudes towards behavior, subjective norms, and perceived behavioral control perceptions (Ajzen and Driver, 1991)

Implications

This study provides some useful insights for online marketing strategy practitioners regarding the factors that influence repurchase intentions for grocery products. The results of our study reveal that the consumers with the most and frequent repurchase intentions on Sayurbox are private employees. The level of mobility of private employees is quite high, so they don't have much time to shop for groceries directly, either through conventional markets or supermarkets.

Attitudes and perceptions of consumer behavior control can be identified through the advantages or disadvantages felt by consumers (Ajzen and Driver, 1991). Sayurbox should be able to maintain consumer attitudes towards the products sold on the Sayurbox application by maintaining the quality of the products and services provided. This is because positive consumer attitudes can increase repurchase intentions on the Sayurbox application.

We also found a significant relationship between subjective norms and

repurchase intentions. In addition to the experiences that consumers have, the influence of the people around them can also increase consumers' repurchase intentions at Sayurbox. Therefore, Sayurbox should be able to give appreciation to consumers who get recommendations through other people and consumers who give recommendations in the form of vouchers or discounts. This is because consumers who are influenced by other people are able to give other influences to those around them.

Although the moderating relationship between Ewom on perceived behavioral and repurchase intention at Sayurbox is not significant, Ewom's moderating on subjective norms towards repurchase intention at Sayurbox has a positive relationship. Sayurbox should continue to provide new innovations in applications or products being sold because there are currently quite a lot commerce similar to the Sayurbox application. The innovation can be in the form of bundling at a lower price or by offering a discount if you buy more products. This can increase positive online reviews by consumers on social media so as to strengthen repurchase intentions at Sayurbox.

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