

# Consequences of Convenience, Trustworthiness, and Price to Customer Perceived Value

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## ABSTRACT

This study aims to explore the impact of convenience, trustworthiness, and price on customer perceived value in the context of online food delivery services in Indonesia. Data were collected through questionnaires distributed to users of online food delivery services using purposive sampling, with 200 respondents. Data analysis was conducted using Structural Equation Modeling (SEM) to examine the relationships between these variables. The study's results indicate that convenience and price significantly positively affect customer perceived value. Conversely, trustworthiness does not show a significant impact on customer perceived value. These findings suggest that the application's convenience and competitive pricing are key factors in enhancing customer perceived value. Therefore, online food delivery service companies are advised to continuously improve features that provide convenience and offer competitive pricing to maintain and enhance customer perceived value.

**Keywords:** Convenience, Customer Perceived Value, Online Food Delivery, Price, Trustworthiness.

## I. Introduction

Rapidly developing technology has significantly changed people's lifestyles. One of the most striking changes is the ease of online shopping. With online platforms, people can make shopping transactions more efficient and practical. This not only affects the way people communicate but also affects the marketing strategies used by various services and products. Amidst this progress, online-based transportation services, including online food delivery services, are also experiencing rapid growth. In Indonesia, services such as Go-food, Grabfood, and Shopeefood have become an inseparable part of everyday life for many people. Data from Databooks (2022) shows that Indonesia leads in using online food delivery services in ASEAN, with transaction values reaching billions of rupiah. This phenomenon illustrates the high public interest in the convenience and comfort offered by this service.

The main advantage of online food delivery services is their ability to provide convenience to consumers. Studies such as those conducted by Tjiptono (2011) and Purnama (2019) highlight the importance of convenience in attracting consumer interest. Consumers can easily order food from various places without visiting the restaurant, according to their preferences and schedules (Zakaria et al., 2022). Trustworthiness also plays an important role in building long-term relationships between online food delivery services and consumers. Consumers need to be sure that these services are reliable regarding food quality, on-time delivery, and good customer support. Prasaranphanich (2007) shows that trust is critical in influencing



consumer purchasing decisions. In addition to convenience and trust, price determines consumers' perceived value (CV) towards online food delivery services. Phan Tan and Le (2023) show that promotional price offers such as discounts or free shipping can significantly influence consumer purchasing decisions. Based on that, the problem formulation of this study is: (1) Is there a positive influence of Convenience on Customer Perceived Value (2) Is there a positive influence of Trustworthiness on Customer Perceived Value (3) Is there a positive influence of Price on Customer Perceived Value.

## II. Literature Review and Hypothesis Development

### 2.1. Convenience

Convenience is the perception of consumer time or effort in purchasing or using a service. The use and expectation of consumer convenience in a service is a significant motivation to use an application. Convenience is the behavior consumers show for something that is felt because the company can provide superior service to other companies through the applications provided. Zakaria et al. (2022) also added that convenience is a guarantee to access and use quality applications.

### 2.2. Trustworthiness

According to Shimp (2013), trustworthiness refers to an online service's honesty, integrity, and trustworthy attitude. The level of honesty or trustworthiness of a service depends on the audience's perception of the online service that advertises products or services. Thus, trust is a significant indicator in influencing consumer interest. Trust has great potential in attracting attention and changing consumer views (Tormala & Clarkson, 2008). Trust can also be interpreted as the willingness of consumers to rely on parties they trust with certain risks. Trustworthiness is an online service company's willingness to serve a need expected by consumers (Mayer et al., 2007; Selviana & Setyowati, 2019).

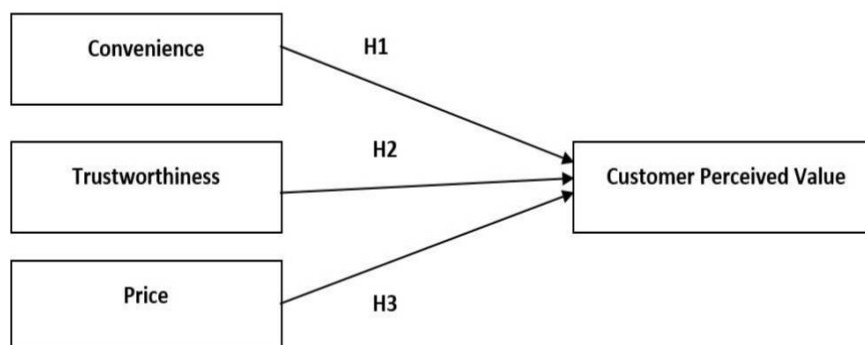
### 2.3. Price

According to Kotler and Serawati (2019), Price is one element in the marketing mix that generates revenue, while other elements tend to incur costs. As a marketing component, price is the easiest to adjust, while product characteristics, distribution, and even promotions take more time to change. In addition, price also conveys the value position that the company wants to show to the market regarding its products and brands. (Kotler & Keller; Angel & Pasaribu, 2022) price is the sum of all the qualities provided by clients to gain the benefit of giving them deep interests. Lupiyoadi (2013) stated that price functions as a means to provide value to consumers, influence product image, and influence consumer purchase decisions. In addition, Simamora (2013) defines price as the value given by consumers in return for the benefits obtained from consuming, using, or owning a product or service. Thus, price in online food delivery is defined as the value or exchange tool consumers expect to benefit from when purchasing, such as decent service or quality products. Price is also defined as a price cut or discount the Company gives.

### 2.4. Customer Perceived Value

Customer perceived value is the total evaluation made by customers of the benefits they receive from a product or service compared to the costs they incur. This value includes various aspects such as product quality, price, service experience, and emotional and social benefits obtained. Syamsiah (2009) stated that perceived value results from the benefits or advantages customers feel, which are compared to the total costs they incur, including the purchase price and other costs involved in the purchasing process. Kotler et al. (2013) explained that perceived value is the difference between the benefits customers assess from an offering and

the total costs incurred compared to the choices available. Holbrook (1994) defines perceived value as the initial step in the success of a transaction that encourages customers to make repeat purchases.



**Figure 1. Research Framework Source: Zakaria et al., (2022)**

## 2.5. Hypothesis Development

Companies can provide convenience by providing ease of use of the application. Companies can also provide location tracking in the application so that consumers can find out that the food ordered has been picked up by the driver and can see where the food ordered has arrived. The more the company can provide convenience in serving consumers, the higher the customer perceived value felt by the consumer. Previous studies' results stated that Convenience positively affects Customer Perceived Value (Zakaria et al., 2022). Therefore, the resulting hypothesis is:

*H1: Convenience has a positive effect on Customer Perceived Value.*

When companies can provide trust to consumers by using online food delivery service applications by providing SOPs for drivers to maintain the food that has been ordered by consumers on time and can maintain the food ordered during the trip to the delivery location, with trust, consumers will feel safe when ordering food using online food delivery service applications. When the trust given by the company is higher, the Customer Perceived Value is generated. Previous research shows that Trustworthiness affects Customers' Perceived Value (Zakaria et al., 2022). Therefore, the hypothesis generated is:

*H2: Trustworthiness has a positive effect on Customer Perceived Value.*

The company can provide discount prices to users of online food delivery services. For example, the company can provide a discount price for consumers of IDR 25,000 when consumers have shopped for food for more than IDR 150,000. The company can also provide several payment methods to make it easier for consumers to use the online food delivery service application, such as payments can be made using m-banking, payments via virtual accounts by filling the balance through the online food delivery application, and can also make direct payments in cash. This can provide convenience for consumers who use the online food delivery service application and give a positive impression of Customer Perceived Value. Previous studies' results stated that Price positively affects Customer Perceived Value (Zakaria et al., 2022). Therefore, the hypothesis generated is:

*H3: Price has a positive effect on Customer Perceived Value.*

## III. Research Method

This study refers to previous research by Zakaria et al. (2022) entitled "Factor Influencing Customer Perceived Value to Use Food Delivery Apps in Klang Valley, Malaysia." The research design that will be used in

this study is Hypothesis Testing. In this hypothesis testing, the hypothesis that has been developed will be tested and validated to determine whether the proposed hypothesis has a positive impact on purchase intention. The time dimension of the work in this study was carried out using the Cross-sectional method, a data collection method carried out only once in a certain period to answer research questions (Sekaran & Bougie, 2016). This research was conducted in a natural location (non-contrived setting), which means that this research was conducted without direct intervention from the researcher in the activities of the research subjects (Sekaran & Bougie, 2016). The unit of analysis used in this study is individual consumers who use online food delivery services.

The data that will be used in this study is primary data. According to Sekaran and Bougie (2016), primary data is information obtained directly from the first source by researchers to achieve research objectives. This study collected primary data through a questionnaire compiled using Google Forms and then distributed via social media to respondents who met the specified criteria. A questionnaire is a list of written questions created previously, and respondents will fill in the answers to the questionnaire provided (Sekaran & Bougie, 2016). Purposive sampling is a non-probability sampling technique used in this study. According to Asnawi and Masyhuri (2009), Non-probability Sampling is a sampling method in which members of the population do not have an equal opportunity to be part of the sample, but the selection is not made randomly. The purposive sampling technique is applied because not all individuals meet the criteria relevant to the research object (Sekaran & Bougie, 2016). Purposive sampling is a sample selection method based on specific considerations, as explained by Sugiyono (2016). In addition, (Hair et al., 2018) argue that if the analysis tool used is SEM, the recommended number of samples is 200 respondents

#### IV. Result and Discussion

##### 4.1. Validity Test

The validity test aims to assess whether the questions in the questionnaire (indicators) are relevant in measuring the intended variables. Factor analysis is used to test the validity of this study by comparing the factor loading value of each question to the established factor loading standard. The number of samples used in the study will affect the factor loading value, which will be the basis for determining whether an indicator can be considered valid (Hair et al., 2018).

**Table 1. Instrument Test Results**

No.	Question	Factor Loading	Cronbach Coefficient Alpha	Decision
<b>Convenience</b>				<b>Reliable</b>
1	Consumers feel that using online food delivery service applications can make it easier for them to order food.	0.766		Valid
2	Consumers feel that online food delivery services make it easier for them to order food from anywhere.	0.877		Valid
3	Consumers feel that online food delivery services allow them to order food anytime.	0.775	0.865	Valid
4	Consumers find it easy to use online food delivery service applications.	0.815		Valid
5	Consumers prefer clear and understandable online food delivery service applications.	0.797		Valid
<b>Trustworthiness</b>				<b>Reliable</b>
1	Consumers trust online food delivery service applications completely.	0.874		Valid

No.	Question	Factor Loading	Cronbach Coefficient Alpha	Decision
2	Consumers feel that the information provided by online food delivery service applications is trustworthy.	0.876		Valid
3	Consumers feel safe when ordering food through online food delivery services.	0.808	0.898	Valid
4	Consumers feel that online food delivery service applications provide appropriate information.	0.812		Valid
5	Consumers feel that online food delivery service applications provide detailed information.	0.858		Valid
<b>Price</b>				Reliable
1	Consumers feel that ordering food through online food delivery services still has reasonable prices.	0.832		Valid
2	Consumers feel that ordering food from online food delivery service applications has a quality that matches the price.	0.815		Valid
3	Consumers prefer online food delivery applications that offer more affordable prices.	0.597	0.795	Valid
4	Consumers prefer online food delivery service applications that provide more economical prices.	0.592		Valid
5	The food provided in the online food delivery service application offers reasonable prices for consumers.	0.831		Valid
<b>Customer Perceived Value</b>				Reliable
1	Consumers feel that using online food delivery service applications makes things easier in terms of their time and energy.	0.643		Valid
2	Consumers feel that online food delivery services are better than buying food directly.	0.784		Valid
3	Consumers feel that online food delivery services get good food products at cheaper prices.	0.821	0.753	Valid
4	Consumers feel at ease in using online food delivery services.	0.780		Valid

Based on the indicators of the four variables listed in the instrument test results in Table 1, it can be concluded that all research variables show good validity and reliability.

**Table 2. Goodness of Fit Test Results**

Type of Measurement	Measurement	Value	Recommended acceptance limits	Conclusion
Absolute fit measures	P	0.000	$\geq 0.05$	Poor fit
	ECVI	3.504	Approaching the Saturated value compared to the independent	Goodness of fit
	RMSEA	0.121	$\leq 0,1$	Marginal Fit
Incremental fit measures	IF	0.829	$\geq 0,90$ or closer to 1	Poor fit
	NFI	0.784	$\geq 0,90$ or closer to 1	Poor fit
	TLI	0.774	$\geq 0,90$ or closer to 1	Poor fit

Type of Measurement	Measurement	Value	Recommended acceptance limits	Conclusion
	CFI	0.826	$\geq 0,90$ or closer to 1	Poor fit
	RFI	0.719	$\geq 0,90$ or closer to 1	Poor fit
Parsimonious fit measure	CMIN/DF	574.716	Lower limit 1, upper limit 5	Goodness of Fit
	AIC	700.716	Approaching Saturated value compared to independent	Goodness of Fit

Based on Table 2, the results of the Goodness of Fit test show three measurements that indicate the suitability of the model, namely ECVI with a value of 3,504, CMIN / DF with a value of 574,716, and AIC with a value of 700,716. According to Hair et al. (2018), if at least one measurement shows the Goodness of Fit, then the model can be accepted, and hypothesis testing can be carried out. Thus, the research model used in this study can be considered feasible or meets the Goodness of Fit test so that the study can be continued to the hypothesis testing stage.

#### 4.2. Hypothesis Test Results

Hypothesis testing aims to answer the problems raised in the study by rejecting the null hypothesis (Ho) so that the alternative hypothesis (Ha) is accepted. The following are the results of hypothesis testing:

**Table 3. Hypothesis Test Results 1**

Hypothesis	Estimate	P-Value	Decision
Convenience has a positive effect on Customer Perceived Value.	0.169	0.042	H1 Supported

Hypothesis 1 tests whether Convenience has a positive effect on Customer Perceived Value with the null hypothesis (Ho) and alternative hypothesis (Ha) as follows:

Ho: Convenience does not have a positive effect on Customer Perceived Value.

H1: Convenience has a positive effect on Customer Perceived Value.

Based on the results of testing hypothesis 1, a p-value of 0.000 was obtained, which is smaller than 0.05, with a positive estimate value of 0.169. This shows that hypothesis 1 is supported. Thus, it can be concluded that Convenience positively affects Customer Perceived Value. This finding aligns with the results of research conducted by Utami (2021), which also stated that Convenience positively affects Customer Perceived Value.

**Table 4. Hypothesis Test Results 2**

Hypothesis	Estimate	P-Value	Decision
Trustworthiness has a positive effect on Customer Perceived Value.	0.092	0.518	H2 Not Supported

Hypothesis 2 tests whether Trustworthiness has a positive effect on Customer Perceived Value with the null hypothesis (Ho) and alternative hypothesis (Ha) as follows:

Ho: Trustworthiness does not have a positive effect on Customer Perceived Value.

H1: Trustworthiness has a positive effect on Customer Perceived Value.

Based on the results of testing hypothesis 2, a p-value of 0.000 was obtained, which is smaller than 0.05, with a positive estimate value of 0.092. This indicates that hypothesis 2 is supported. Thus, it can be concluded that Trustworthiness positively affects Customer Perceived Value. This finding aligns with the results of research conducted by Falah et al. (2020), which also stated that Trustworthiness positively affects Customer Perceived Value. The failure to support the hypothesis does not mean that there is no relationship between trustworthiness and customer-perceived value. (Sekaran & Bougie, 2016) This could mean that the relationship is more complex than hypothesized in this study.

**Table 5. Hypothesis Test Results 3**

Hypothesis	Estimate	P-Value	Decision
Price has a positive effect on Customer Perceived Value	0.694	0.000	H3 Supported

Hypothesis 3 tests whether Price has a positive effect on Customer Perceived Value with the null hypothesis (Ho) and alternative hypothesis (Ha) as follows:

Ho: Price does not have a positive effect on Customer Perceived Value.

H1: Price has a positive effect on Customer Perceived Value.

Based on the results of testing hypothesis 3, a p-value of 0.000 was obtained, which is smaller than 0.05, with a positive estimate value of 0.694. This shows that hypothesis 3 is supported. Thus, it can be concluded that Price positively affects Customer Perceived Value. This finding aligns with research conducted by Zakaria et al. (2022) and Miao et al. (2022), which also stated that Price positively affects Customer Perceived Value.

## V. Conclusion

Based on the research results and discussion explained in the previous chapter, it can be concluded that (1) Convenience positively affects Customer Perceived Value. This means that the Online Food Delivery Service Application that uses Convenience can attract consumers' attention so that they are willing to buy products or services provided by the Online Food Delivery Service Application. (2) Trustworthiness hurts Customer Perceived Value. This means that the Online Food Delivery Service Application that uses Trustworthiness is not enough to attract consumers' attention to the Online Food Delivery Service Application. (3) Price has a positive effect on Customer Perceived Value. The Online Food Delivery Service Application that uses emotional appeal can influence consumer feelings; for example, the Online Food Delivery Service Application provides promotions that can encourage consumers to be interested in buying.

Based on that, further researchers are advised to examine one of the Online Food Delivery service applications from outside so that the research results are more comprehensive (1) Further researchers are advised to add other variables that influence Customer Perceived Value, such as Infotainment, Credibility, and Irritation variables (Herrando & De Hoyos, 2022) or can add Product Quality, Perceived Performance variables (Glory Budi, 2013). The research model fence is more comprehensive. (2) In addition, further researchers are advised to be able to develop hypotheses involving mediating variables or moderating variables. For example, the Service Quality variable mediates the relationship between Price and Customer Perceived Value (Zietsman et al., 2019).

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