

THE EFFECT OF SAFETY, EASY AND PROMOTION ON THE BEHAVIOR OF FOOD E-COMMERCE USE SYSTEM IN THE COVID-19 PANDEMIC TIME

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Abstract: Indonesia faces a number of challenges in fulfilling community food amid the Covid-19 pandemic, not only from the production side, community policies to maximize activities from home, which is a challenge for the distribution of community food. The impact of covid - 19 is not only detrimental to the state in terms of health but will also have a major impact on the economic sector including in terms of food besides health, the agricultural sector must be ready to be at the forefront against the spread of Covid - 19. the government encourages livestock business actors to market their livestock products through digital platform to overcome restrictions and limitations during the Covid-19 pandemic in marketing livestock products. Advances in information technology must be utilized in providing great opportunities for small business actors, micro and medium-sized livestock sector for the development of access and marketing networks that are more efficient and accessible to anyone on a digital basis. This study aims to determine the effect of security, convenience and promotion on the behavior of the food e-commerce system during the Covid-19 pandemic. by using multiple linear regression. This research was conducted in the Greater Jakarta area using a survey method. This study obtained 150 respondents who used the Food E-Commerce Application such as Sayurbox, TukangSayur.co, Tanihub and Happy Fresh. Rego Pantes, Limakilo and Etanee and so on. Researchers used SPSS.20 software to test research data. The benefit of this research is to provide additional information and theory development related to the Effect of Security, Ease and Promotion of the Behavior of the Food E-Commerce System During the Covid-19 Pandemic. It also relates to Accounting Information Systems, E-Commerce, and Business and Professional Ethics. This research is expected to help Food E-Commerce Application Users such as Tanihub, Agromaret, LimaKilo and others in making food purchase decisions online. In addition, companies engaged in online agribusiness and food are also expected to be able to maintain and increase the trust of their users. The results of the analysis for this model show that, Safety, Ease, and Promotion of the Food E-Commerce User community have a positive and significant effect on the Behavior of the Food E-Commerce Usage System. It also relates to Accounting Information Systems, E-Commerce, and Business and Professional Ethics. 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Usage System.

Keywords: E-Commerce, Security, Convenience, Promotion, Food,

I. Introduction

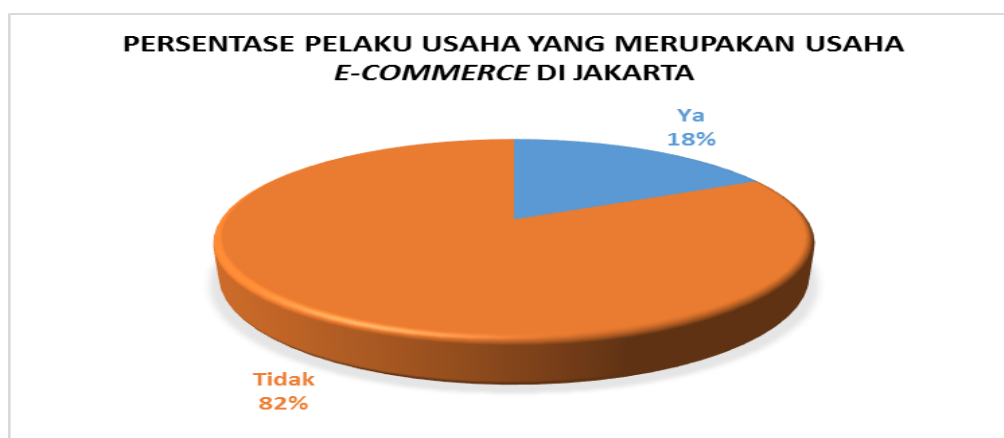
1.1 Research Background

ditjenpkh.pertanian.go.id (2020) Informing that Indonesia faces a number of challenges in meeting people's food in the midst of the Covid-19 pandemic, not only in terms of production, community policies to maximize activities from home, become a separate challenge for the distribution of community food. The impact of Covid-19 is not only detrimental to the state in terms of health but will also have a major impact on the economic sector including in terms of food besides health, the agricultural sector must be ready to be at the forefront of fighting the spread of Covid-19.

troboslivestock.com (2020) Explained that the government encourages livestock business actors to market their livestock products through digital platforms to overcome restrictions and limitations during the Covid-19 pandemic in marketing their livestock products. Advances in information technology must be utilized in providing great opportunities for small, micro and medium enterprises in the field of animal husbandry to develop access and marketing networks that are more efficient and accessible to anyone on a digital basis. For the record, the growth of e-commerce in Indonesia is quite high, based on data from the Ministry of Communication and Information Technology (Kemkominfo) in 2019, e-commerce growth has reached 59% and is included in the top 10 high-growth countries in the world. Plus, internet usage in Indonesia has also reached 82 million people, and is ranked 8th in the world. With details, 80% of them are aged 15-19 years or the millennial generation. According to Bank Indonesia, e-commerce transactions were recorded to reach Rp. 11 to Rp. 13 trillion in 2019. During the Covid-19 pandemic, there were also reports that online shopping increased by 3 times, especially for food needs including livestock products in the form of meat, eggs, milk and processed products.

STATISTICS.JAKARTA.GO.ID(2019) The rapid development of information and communication technology has an impact on changes in various fields, such as social, economic, political and cultural, as well as an impact on lifestyle changes, including consumption patterns and the way people sell and shop. In this era, people make use of information, communication technology to buy and / or sell goods and / or services via the internet. This phenomenon is known as electronic commerce or e-commerce. Electronic commerce (e-commerce) is the distribution, purchase, sale, marketing of goods and services through electronic systems such as the internet or television, websites, etc. E-commerce can involve electronic fund transfers, electronic data exchange, automated inventory management systems, and automated data collection systems.

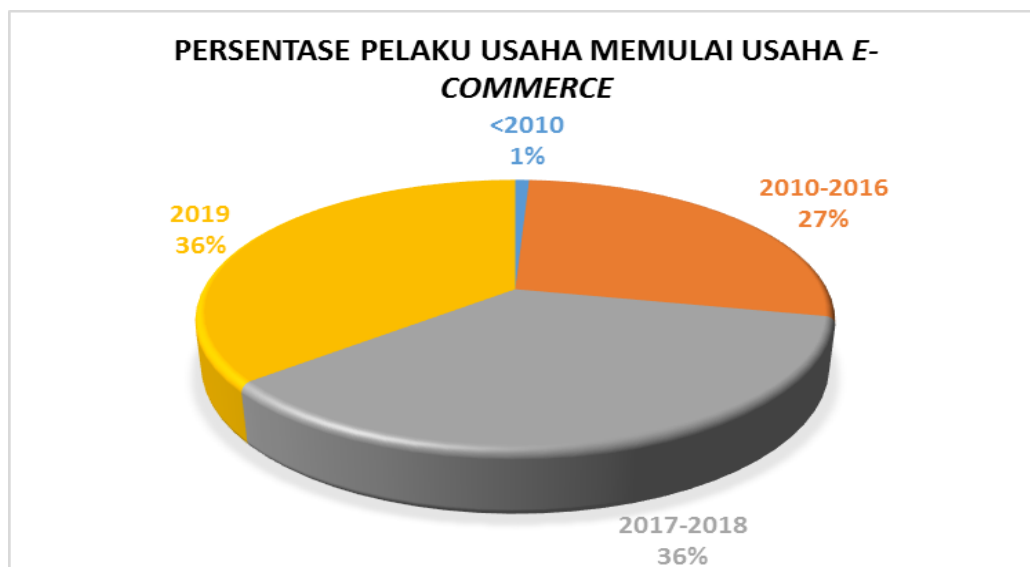
Figure 1.1 Percentage of E-Commerce Business Actors in Jakarta



The 2019 Electronic Commerce (E-commerce) survey was conducted by the Central Bureau of Statistics which was conducted in April - August 2019. Samples were conducted in 3,504 selected concentration and non-

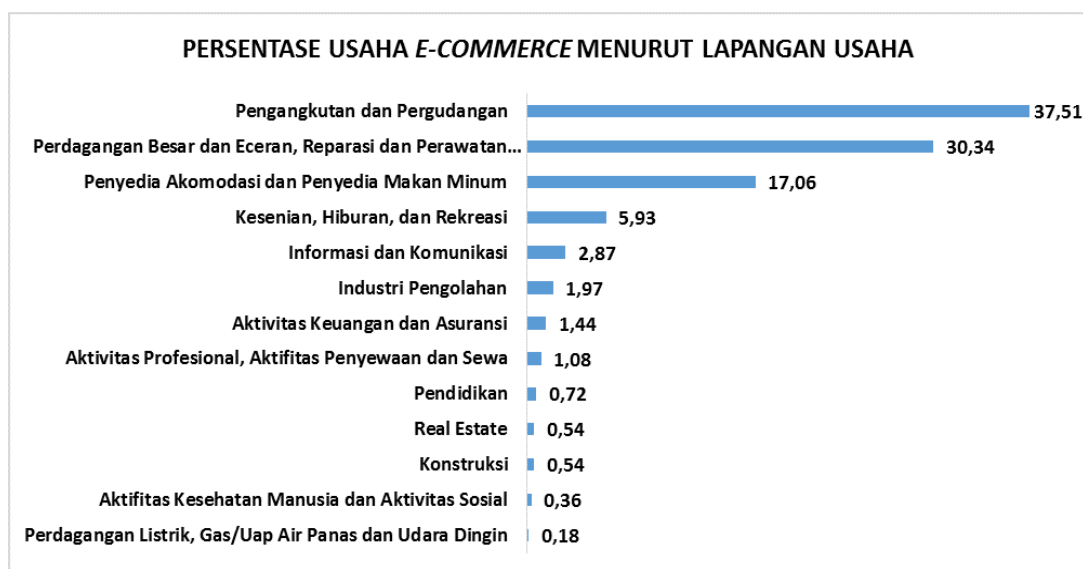
concentrated Census Blocks (BS) throughout Indonesia. The results showed that in DKI Jakarta, of all data collection efforts, only 18% were e-commerce businesses. This shows that the business carried out via the internet in Indonesia is still relatively low, business in Indonesia is still dominated by conventional types of business.

Figure 1.2 Percentage of Business Actors Starting E-Commerce



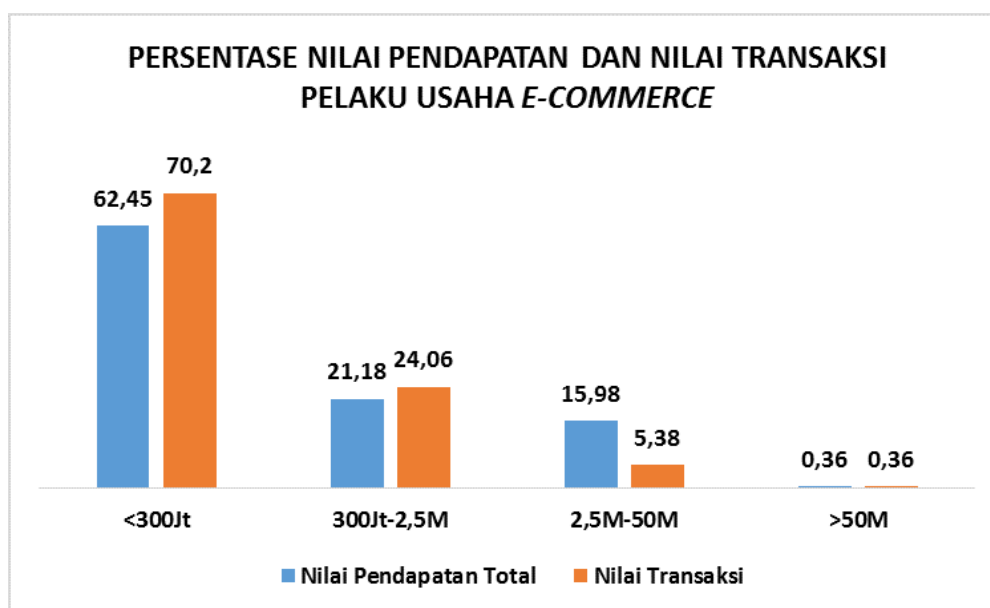
Based on the results of data collection, that most business actors started their e-commerce business in 2017-2018 as much as 36% and in 2019 as much as 36%. This is because online businesses (e-commerce) in Indonesia began to "mushroom" and became known in those years.

Figure 1.3 Percentage of E-Commerce Businesses by Business Field



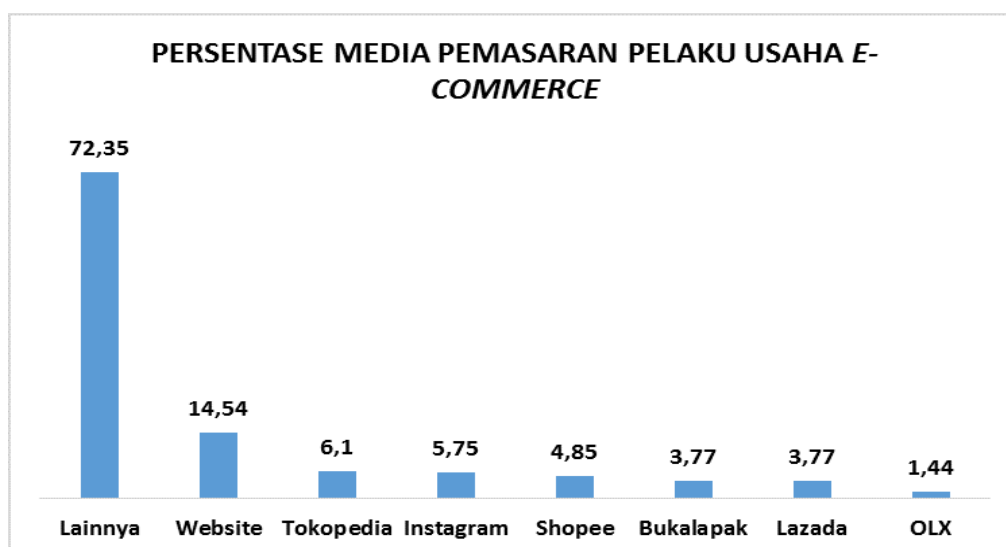
If viewed from the business field, the Transportation and Warehousing group is the type of business field that does the most e-commerce business as much as 37.51%. Then followed by the Wholesale and Retail Trade, Repair and Maintenance business groups of 30.34%.

Figure 1.4 Percentage of Revenue Value and Transaction Value of E-Commerce Business Actors



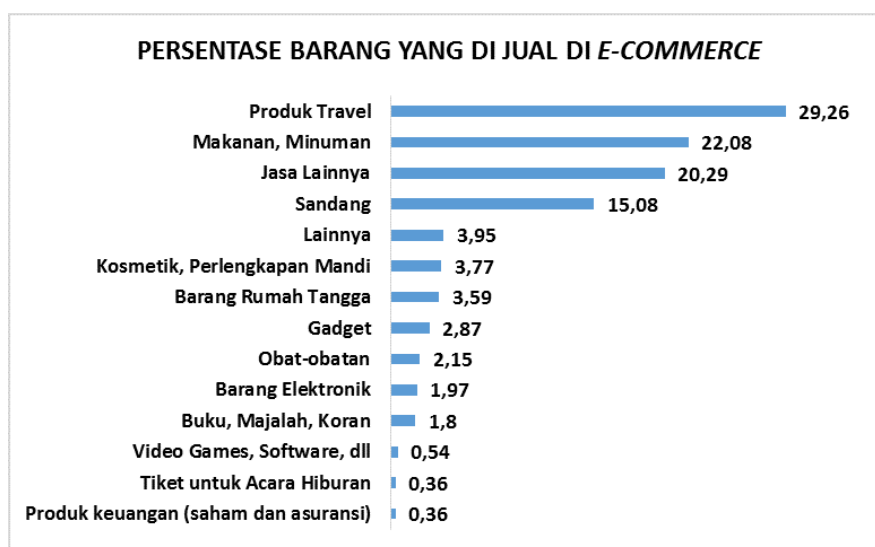
The value of e-commerce business revenue is the total business revenue during 2018 which was obtained from sales through both e-commerce and non-e-commerce. It can be seen that most e-commerce businesses have an income of <300 million Rupiah of 62.45%. Meanwhile, according to the transaction value, e-commerce business actors have a transaction value of <300 million Rupiah.

Figure 1.5 Percentage of Marketing Media for E-Commerce Business Actors



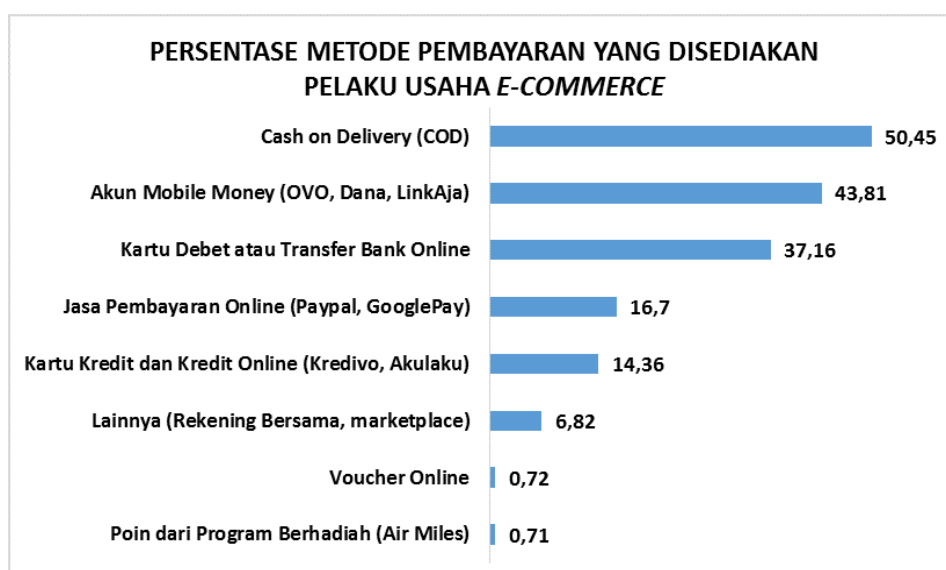
According to the marketing media, e-commerce business actors mostly do marketing on other methods (Whatsapp, email, etc.) at 72.35% then websites at 14.54%, followed by online marketplaces such as Tokopedia, Shopee, Bukalapak, Lazada and OLX. Social media is also the 4th largest marketing medium, namely Instagram at 5.75%.

Figure 1.6 Percentage of Goods Sold in E-Commerce



Based on the type of goods sold, e-commerce businesses sold the most travel products by 29.26%, followed by food and beverage products by 22.08%, other services by 20.29% and clothing by 15.08%. The fewest items sold on e-commerce are financial products such as stocks and insurance.

Figure 1.7 Percentage of Goods Sold in E-Commerce

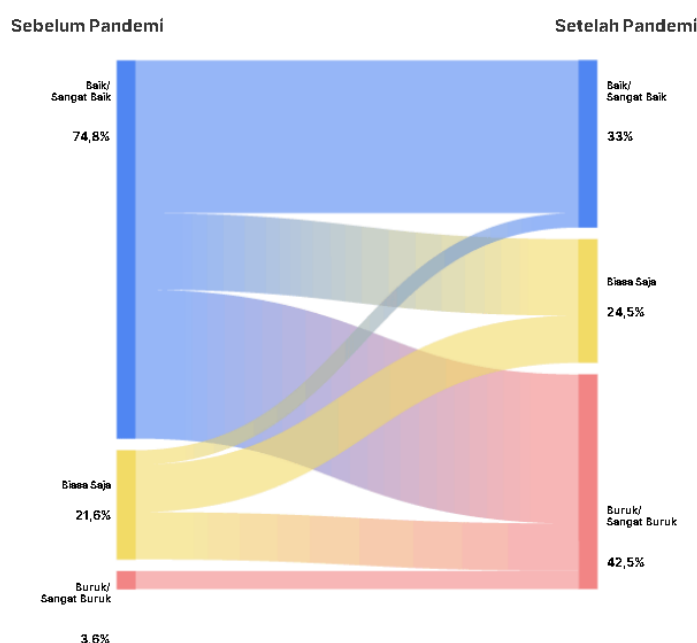


Cash on Delivery (COD) is the most widely provided payment method in the e-commerce business in DKI Jakarta when compared to other payment methods. However, digital payment methods also have the highest percentage provided, namely through mobile money accounts (OVO, Dana, Link Aja) of 43.81%, then the debit card method or online bank transfer is 37.16%.

Ainun (2015) describes security as a factor to be considered, the potential for crimes that commonly occur in online transactions such as fraud, credit card hijacking (carding), illegal transfer of funds from certain accounts is very large if the security system of the e-commerce infrastructure is still weak. Therefore, the security of e-commerce infrastructure has become an important and serious study for computer and informatics experts. Indonesia is in the first rank of cyber crime traffic. As much as 40% of cyber crimes originate from Indonesia.

Dien (2018) provides an explanation that promotion is one way that can be used to disseminate information on a new product to the public. Through company promotion, it will inform and encourage the public to use its products through the mass media or in other ways. katadata.co.id (2020) Rapid change is the best way for digital startups to survive the crisis due to Covid-19. Technology-based startups (startups) are among the hardest hit by the crisis due to the Covid-19 pandemic. Before the pandemic occurred, the majority of startups in the country were still in good condition. However, the situation reversed as the community's economic activity decreased. This can be seen from the Katadata Insight Center (KIC) survey of 139 digital startup executives in May-June 2020. At the end of 2019, there were 74, 8% of startups are in good condition and very well. But now only 33% of startups are in good condition, and 42.5% admit that they are in bad condition. Half of startups in the agricultural sector have survived crises, such as before the pandemic. However, 16.7% of startups can turn bad.

Figure 1.8 Digital Starup Condition Curve May - June 2020



The more the Covid-19 Virus spreads, the more businesses will suffer. The existence of restrictions on leaving the house and quarantine for each of them makes customers even more alienated. The ongoing crisis is putting pressure on business people [UKM](#) to keep going. There are some businesses that are improving, while others are struggling for just one or two sales. This means, you as a businessman have to rethink what efforts will be made to keep the business running. Here are seven marketing strategies for SME products that can be implemented during times of crisis: (1) Don't Just Sell, Show Support, (2) Use Topics and Keywords for Proper Targeting, (3) Improve Online Applications and Content, (4) Ensure Security Your Product Is Shown during a Sales Promotion, (5) Communicating with Customers in Various Media, (6) Targeting Loyal Customers and (7) Creating Relevant Marketing Materials. ([www.jurnal.id](#), 2020)

This research examines more deeply with different research objects and different dependent variables from some previous research, including that conducted by Dien in 2018, the results of this study show that 1) The ease of electronic money has a significant effect on the decision to use electronic money in society. , 2) The use of electronic money has a significant effect on the decision to use electronic money in the community, 3) Promotion of electronic money has a significant effect on the decision to use electronic money in the community and 4) The ease, benefit and promotion of electronic money have a significant effect on the decision to use electronic money. in society, research conducted by James et al in 2019 The results obtained from the analysis conducted show that the variables of product appearance (product packaging), product quality, website quality, information content, diversity and ease of transaction have a very significant or significant effect on satisfaction, meaning that consumers are satisfied with purchasing vegetables online. While the trust variable has no effect on satisfaction, because there are factors that affect satisfaction, namely the crosstab results that have the same value, not high and

not low, so that the population collects or does not spread and there is high enough multicollinearity. and research conducted by Lenggang in 2019 the results showed that product quality did not partially influence purchasing decisions at the Shopee marketplace, this is evidenced by the t-count value of -1.179 and a significance value of 0.239. Price has a partial effect on purchasing decisions at the Shopee marketplace; this is evidenced by the tcount value of 7.363 and a significance value of 0.000. Promotion has a partial effect on purchasing decisions at the Shopee marketplace; this is evidenced by the tcount value of 7.926 and a significance value of 0.000.

The purpose of this research is to prove empirically about:

1. The influence of security factors on the Behavior of the Food E-Commerce Use System during the Covid-19 Pandemic.
2. The influence of the convenience factor on the Behavior of the Food E-Commerce Usage System during the Covid-19 Pandemic.
3. The influence of the trust factor on the Behavior of the Food E-Commerce Use System during the Covid-19 Pandemic.

This research is expected to provide additional information and theory development related to the Effect of Security, Ease and Promotion of the Behavior of the Food E-Commerce System During the Covid-19 Pandemic. It also relates to Accounting Information Systems, E-Commerce, and Business and Professional Ethics.

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II. LITERATURE REVIEW

2.1 E-Commerce Usage System

E-commerce is the process of buying, selling, or trading data, goods or services via the internet (Turban et al., 2015: 7). E-commerce is defined as a commercial transaction that involves the exchange of value through or using digital technology between individuals (Laudon and Traver, 2017: 8-9). E-commerce media involves the use of the internet, World Wide Web, and applications or browsers on mobile or mobile devices to transact business. The mobile platform is the latest development in the Internet infrastructure of various mobile devices such as smart phones and tablets over a wireless network (wifi) or cell phone service. At the beginning of the development of e-commerce, the only digital media was a web browser, but nowadays the media that is more widely used is through mobile applications (Laudon and Traver,

2.1.1 Digital Startups in the Food E-Commerce Sector

Medium and large, which then take advantage of e-commerce services to meet consumer needs by purchasing fresh or processed food through online. The main challenge for the e-commerce business in the livestock industry is the perishable, seasonal, short shelf-life, and voluminous nature of its products.

Changes in consumer patterns are also a challenge in itself, especially fresh livestock products such as meat, meatballs, and milk which must be frozen and chilled to keep up to a quality that is well maintained. consumer. The key to successfully managing the supply chain in a sustainable livestock industry is how to maintain the flow of products from upstream (off farm) to the presentation of the finished products consumed by the community by ensuring availability and quality in a timely manner and place and implemented based on the principles of efficiency and effectiveness at the right cost. compete.

Fresh and processed food products originating from livestock can be obtained by consumers through online marketplace channels such as Shopee and Tokopedia. In addition, home delivery services are also available through resellers or sales agents. Products can be sent by Go-Jek or Grab for one day service delivery so that

consumers get the product on the same day as the order.

2.1.2 The Role of the Food E-commerce Sector

Arief Daryanto inside troboslivestock.com (2020) Describing Digital Starup in the Food E-Commerce Sector (Agriculture, Fisheries and Agriculture, E-commerce (electronic commerce) is the use of communication networks and computers to carry out business transaction processes. A popular definition of e-commerce is the use of the internet and a computer with a Web browser to buy and sell products. There are many platforms that support e-commerce such as web-based platforms and mobile applications. In general, the e-commerce sales website model can be Business to Business (B2B), Business to Consumer (B2C) , Consumer to Consumer (C2C), Online to Offline (O2O) and the brand's own website.

2.1.3 Development of the Food E-commerce Sector

Arief Daryanto inside troboslivestock.com (2020) Describing Digital Starup in the Food E-Commerce Sector (Agriculture, Fisheries and Agriculture, e-commerce in Indonesia before the Covid-19 pandemic has also been developing very fast. Quoting data from the Global Web Index (GWI), Indonesia is a country with the highest e-commerce adoption rate in the world in 2019. As many as 90% of internet users aged 16 to 64 years in Indonesia have purchased products and services online. The Global Web Index notes that Indonesia has the highest level of e-commerce users in the world.

At present in Indonesia, a B2C and B2B agricultural-livestock product e-commerce business model has developed which aims to connect farmers-breeders with various types of businesses. This business model applies the farm to table concept. Consumers can get fresh ingredients directly from local farmers and breeders. The service is available on the website and Google Play. Payment systems can be via bank transfers, virtual accounts, cash on delivery and credit cards. A number of startups engaged in this business via online include Sayurbox, Tukang Sayur.co, Tanihub and Happy Fresh. Rego Pantes, Limakilo and Etanee are other applications that sell vegetable, fruit and livestock products directly to the final consumer.

2.1.4 The Strengths of the Food E-commerce Sector

Arief Daryanto inside troboslivestock.com (2020) Describing Digital Starup in the Food E-Commerce Sector (Agriculture, Fisheries and Agriculture, e-commerce has advantages compared to traditional retail. In a survey conducted by Deloitte (2020), factors that influence Indonesian consumers in shopping online based on the order of reasons put forward by respondents, namely price, practicality, promotion, ease of product search, ease of comparing products, availability of product ranges and reliable reviews.

Factors that prevent or hinder online purchases, in order of importance are security issues, limited range of product availability, lack of knowledge, length of delivery time, difficulty in returning products, prices, no credit card, concern about product errors being delivered and unable to see products directly.

Last but not the least, e-commerce has a very bright prospect to support increased value added along the supply chain for raw materials and fresh and processed livestock products. In addition to the very real benefits of the presence of e-commerce in contributing to the national economy, consumers still have to be careful with the level of online fraud that still often occurs in Indonesia..

2.2 Security

From the point of view of data communication network security, one thing to achieve from the concept of security in general is the creation of a safe condition where malicious entities are not present. For that we need a protection mechanism so as to create a situation where no malicious entity can pose a threat to the security of the data communication network.

Desmayanti (2012) An information system can be said to be good if the security of the system is reliable. This system security can be seen through user data which is safely stored by an information system. When it comes to reporting, everyone craves such things as confidentiality and security. All those who report something to an

agency or agency really expect the confidentiality of the report. This means that the report may not be published to the public because it is a form of privacy. So, if the confidentiality is maintained, they will consider the report to be properly secured.

Raman Arasu (2011) according to Parasuraman, et al. (1985), the dimensions that form a sense of security are competence, courtesy, credibility, and security. Because without adequate security guarantees, it will certainly cause concern for consumers, which in turn prevents them from making transactions or joining as P2P Lending customers.

2.3 Convenience

The word convenience is an adjective that has an easy root. It's easy on your own according to the Big Indonesian Dictionary, that it doesn't require a lot of energy or thought in doing something. Meanwhile, convenience according to the Big Indonesian Dictionary means something that can simplify and expedite business.

Fardinal (2013). The effect of the effectiveness of the internal control system (general control and application) on the quality of the accounting information system (ease of use, usability and use) and its impact on the quality of accounting information (relevance, accuracy, and verifiability), explains that a good quality system will prioritize convenience. for its users so that the impact on the quality of information for its users

Ease of Use is also defined as the extent to which a person believes that using a technology will be free from effort (Jogiyanto, 2007: 115). From this definition it can be seen that Ease of Use is also a belief about the decision-making process. If someone believes that information systems are easy to use then he will use them. Conversely, if someone believes that the information system is not easy to use, then he will not use it.

Based on the description above, in the context of this study the indicators for the Ease of Use variable are easy to learn, easy to understand, simple and easy to operate (Jogiyanto, 2007: 129). Davis (1989: 320) provides several indicators of perceived ease of use in information technology including:

- 1) Very easy to learn.
- 2) Easily do what the user wants.
- 3) It is very easy to operate.

2.4 Promotion

Dien (2018) provides an explanation that promotion is one way that can be used to disseminate information on a new product to the public. Through company promotion, it will inform and encourage the public to use its products through the mass media or in other ways. According to Ari (2015) promotion in any form is an attempt to influence other parties. More specifically, promotion is one element of the marketing mix in a company. Kinnear and Kenneth in Ari (2015) define promotion as a marketing communication mechanism, exchange of information between buyers and sellers.³⁶ Promotion has the role of informing, persuading, and reminding consumers so that companies get feedback about products or services offered.

Types of promotions according to Kotler & Keller (2012: 534-550) in Dien (2018) are:

- 1) Advertising
- 2) Sales Promotion
- 3) Public Relations (Public Relations)

2.5 Thought Framework and Preliminary Study

Some of the preliminary studies include Research conducted by Lenggang in 2019 with his journal entitled The Effect of Product Quality, Price and Promotion on Purchasing Decisions at the Shopee Marketplace (Case Study on Students in Surabaya), the results of the study show that product quality does not have a partial effect on purchasing decisions at the Shopee marketplace, Price has a partial effect on purchasing decisions at the Shopee marketplace, Promotion has a partial effect on purchasing decisions at the Shopee marketplace, research

conducted by James et al in 2019 entitled *Determinants of Online Vegetable Consumer Shopping Satisfaction*. In this research, The results obtained from the analysis conducted show that the variables of product appearance (product packaging), product quality, website quality, information content, diversity and ease of transaction have a very significant or significant effect on satisfaction, meaning that consumers are satisfied with purchasing vegetables online. While the trust variable has no effect on satisfaction, because there are factors that affect satisfaction, namely the crosstab results that have the same value, not high and not low, so that the population collects or does not spread and there is a high enough multicollinearity. research conducted by Ainun in 2015 with the title *The Effect of Security, Convenience, and Performance Risk on Online Purchase Decisions at Tokopedia.Com* (Study on Tokopedia.com Online Shopping Site Users). The results of the study found that: (1) Security has a positive effect on purchasing decisions (2) Convenience has a positive effect on purchasing decisions (3) Performance risk has a negative effect on purchasing decisions (4) Security, Convenience, and Performance Risk simultaneously affects purchasing decisions and Fardinal's research, 2013. The Quality of Accounting Information and The Accounting Information System through The Internal Control Systems: The frame of mind is as follows:

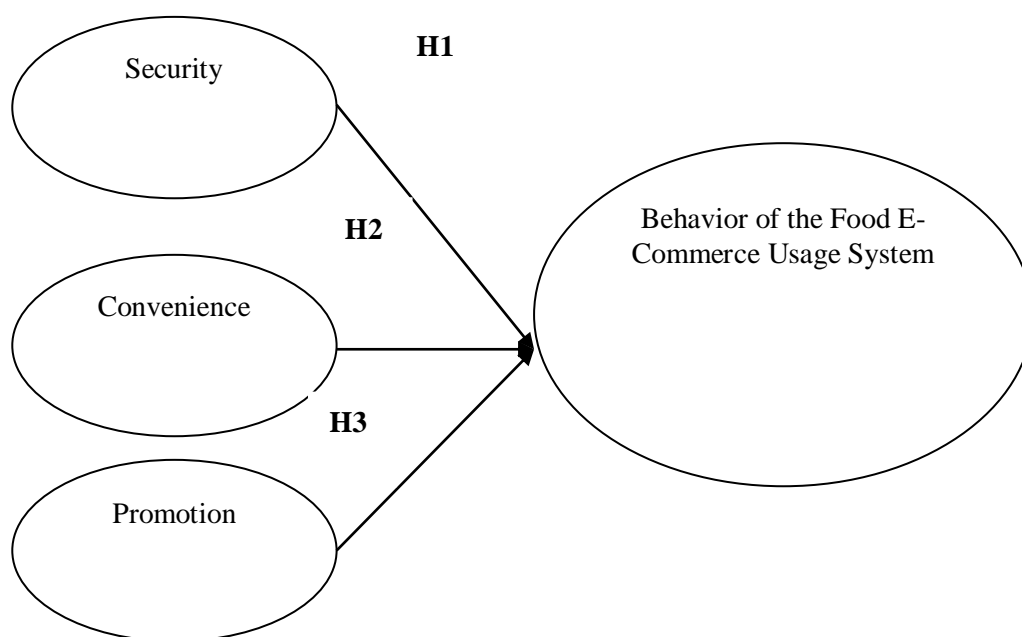


Figure 2.1. Research Conceptual Model

1. The influence of security factors on the Behavior of the Food E-Commerce Use System during the Covid-19 Pandemic.

Ainun (2015) describes security as a factor to be considered, the potential for crimes that commonly occur in online transactions such as fraud, credit card hijacking (carding), illegal transfer of funds from certain accounts is very large if the security system of the e-commerce infrastructure is still weak. Therefore, the security of e-commerce infrastructure is an important and serious study for computer and informatics experts. Research conducted by Ainun in 2015 found that: (1) Security has a positive effect on purchasing decisions (2) Ease has a positive effect on purchasing decisions (3) Performance risk has a negative effect on purchasing decisions (4) Security, convenience, and performance risk simultaneously affects purchasing decisions.

2. The influence of the convenience factor on the Behavior of the Food E-Commerce Usage System during the Covid-19 Pandemic

The word convenience is an adjective that has an easy root. It's easy on your own according to the Big Indonesian Dictionary, that it doesn't require a lot of energy or thought in doing something. Meanwhile, according to the Big Indonesian Dictionary, convenience means something that can simplify and expedite business. Dien's research in 2018 suggests that the results of this study indicate that 1) The ease of electronic money has a significant effect on

the decision to use electronic money in society, 2) The use of electronic money has a significant effect on the decision to use electronic money in the community, 3) Promotion electronic money has a significant effect on the decision to use electronic money in society and 4) Ease,

3. The Influence of Promotion factors on the Behavior of the Food E-Commerce Use System During the Covid-19 Pandemic

Dien (2018) provides an explanation that promotion is one way that can be used to disseminate information on a new product to the public. Through company promotion, it will inform and encourage the public to use its products through the mass media or in other ways. Research conducted by Lenggang in 2019 showed that product quality did not partially influence purchasing decisions at the Shopee marketplace. Price has a partial effect on purchasing decisions on the Shopee marketplace and Promotion has a partial effect on purchasing decisions on the Shopee marketplace.

2.6 HYPOTHESIS

The hypotheses that can be presented are:

- H1: The effect of security factors on the Behavior of the Food E-Commerce Use System during the Covid-19 Pandemic
- H2: The influence of the convenience factor on the Behavior of the Food E-Commerce Usage System during the Covid-19 Pandemic.
- H3: The influence of the trust factor on the Behavior of the Food E-Commerce Use System during the Covid-19 Pandemic.

III. RESEARCH METHODS

3.1 Research methods

This research uses causal research methods which aims to test about the influence, between a variable (Independent / X_n) with other variables (dependent variable / Y_n). In this case it consists of: X_1 = Security, X_2 = Ease, X_3 = Promsi, and Y = the behavior of the Food E-Commerce usage system. This research requires hypothesis testing with statistical tests.

3.2 Definition and Operations of Variables

Variable is everything that will be the object of observation in research in the form of a concept that has a variety of values. In this study, the independent variable and dependent variable will be disclosed:

- a) Security as an independent variable (X_1)
- b) Ease as the independent variable (X_2)
- c) Promotion as an independent variable (X_3)
- d) Behavior of the Food E-Commerce usage system (Y)

Definition operational variable is a definition given to a variable by means of giving meaning, as well as providing an operation needed to measure the variable. The Variable Operational Definition used by the author in conducting the research preparation is presented in the following table:

Table.4.1 Operational Variables

Variable	Operational definition	Dimensions	Indicator	Scale
Security (X1)	Park and Kim (2006) in Ainun (2015) define security as the ability of online stores to control and maintain security for data transactions. This variable is measured using indicators of data security and confidentiality assurance	a. E-Commerce User data security b. E-Commerce User fund security	a. Data confidentiality is guaranteed with the user ID on each E-Commerce User's cellphone b. Guarantee of data confidentiality E-Commerce users have guarantees for deposited funds c. Funds belonging to E-Commerce Users will come back again	Interval
Convenience (X3)	According to Davis (1989: 320), the definition of perceived ease of use is defined as the level at which a person believes that the use of information technology is easy and does not require hard effort from the wearer.	a. Ease of service b. Ease of use	a. The features in the Food E-Commerce application can be used easily b. The Food E-commerce application is easy to get c. E-Commerce users can easily operationalize the Food E-commerce application d. Applications can be used anywhere	Interval
Promotion (X3)	Kotler and Armstrong in Lenggang (2019): Activity that is Communicating product excellence and coax customers for buy a product	One thing that is make interested consumers for soon buy a product	1. Frequency of promotion 2. Quality promotion 3. Quantity promotion 4. Time of promotion	Interval

behavior of the Food E-Commerce usage system (Y)	<p>agricultural-livestock product B2C and B2B e-commerce business models that aim to connect farmers-breeders with various types of businesses. This business model applies the farm to table concept. Consumers can get fresh ingredients directly from local farmers and breeders. The service is available on the website and Google Play. Payment systems can be via bank transfers, virtual accounts, cash on delivery and credit cards. A number of startups engaged in this business via online include Sayurbox, TukangSayur.co, Tanihub and HappyFresh. RegoPantes, Limakilo and Etanee are other applications that sell vegetable, fruit, and livestock products directly to the final consumer</p> <p>Ref Daryanto inside troboslivestock.com (2020)</p>	<p>a. <i>Marketplace</i> b. Fresh Products c. Payment Methods and Methods Manager</p>	<p>a. People want to use Food E-Commerce products b. People prefer Food E-Commerce products because they are easy c. People want to recommend Food E-Commerce products to others</p>	Interval
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Source Processed by Author 2021

3.3 Population and Research Sample

The population in this study is the Food E-Commerce System User Society (Sayurbox, TukangSayur.co, Tanihub and Happy Fresh. RegoPantes, Limakilo and Etanee are other applications that sell vegetable, fruit, and livestock products directly to the final consumer) in the Jakarta area, Bogor, Depok, Tangerang and Bekasi (Jabodtabek). Meanwhile, the samples used are people who have used the Food E-Commerce System (Sayurbox, TukangSayur.co, Tanihub and Happy Fresh. RegoPantes, Limakilo and Etanee are other applications that sell vegetable, fruit, and livestock products directly to the final consumer) in the region. Jakarta, Bogor, Depok, Tangerang and Bekasi (Jabodtabek). The sampling technique in this study is the Convenience Sampling technique, by distributing questionnaires to Food E-Commerce System Users (Sayurbox, TukangSayur.co, Tanihub and Happy Fresh. RegoPantes, Limakilo and Etanee are other applications that sell vegetable, fruit, and livestock products directly to end consumers) in the Jakarta, Bogor area, Depok, Tangerang and Bekasi (Jabodtabek) using

Google doc. The reason for choosing this sampling technique is to simplify the sampling process. (Fikriningrum, 2012: 34). Roscoe (1975) in Sekaran (1992) which states that: 1. An adequate sample size for the study is in the range of 30 to 500. In studies using multivariate analysis (such as multiple regression analysis), the minimum sample size must be 10 times larger than the number of independent variables. Meanwhile, Hair et al. (1998) stated that the minimum number of samples that must be taken when using multiple regression analysis techniques is 15 to 20 times the number of variables used. The number of samples is determined with conditions as determined by the approach of Tabachnick and Fidell (1997) in (Hair, 1998), The sample size required is between 5 - 10 times the number of parameters. With the number of research parameters, in this case the number of construct indicators is 20, the ideal number of respondents is between 100-200 respondents The sample size required is between 5 - 10 times the number of parameters. With the number of research parameters, in this case the number of construct indicators is 20, the ideal number of respondents is between 100-200 respondents The sample size required is between 5 - 10 times the number of parameters. With the number of research parameters, in this case the number of construct indicators is 20, the ideal number of respondents is between 100-200 respondents

3.4 Data analysis method

The data analysis method used is; 1. Validity and Reliability Test, 2. Descriptive statistical test to provide an overview or description of data seen from the mean, standard deviation, variant, maximum, minimum, sum, range, kurtosis and skewness; 3. The classic assumption test starts from the normality, multicollinearity, and heteroscedasticity test, all of these assumptions must pass the test so that the regression equation can be trusted; 4. Test the suitability of the model consisting of the coefficient of determination and the simultaneous F test; and 5. Hypothesis test, namely the t test which basically shows how far the influence of one explanatory or independent variable individually in explaining the variation of the dependent variable (Ghozali, 2013).

IV. ANALYSIS OF RESULTS AND DISCUSSION

4.1. Descriptive Statistical Analysis

Descriptive statistical analysis is used to find out the descriptive or general description of the data that has been collected in the study. This analysis is shown to make it easier to find out the responses of respondents in general to the variables studied in this study. The variables studied were X1 = Security, X2 = Ease, X3 = Promotion, and Y = the behavior of the Food E-commerce system. In Table 6.3 below, we can see the summary results of descriptive statistical analysis of each variable used in this study.

Table 6.1 Descriptive Statistics Test Results

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Security	150	11.00	25.00	19,6400	3.20293
Convenience	150	5.00	25.00	21.8533	3.03312
Promotion	150	15.00	25.00	21.3533	2,78090
Behavior of Food E-Commerce Users	150	13.00	25.00	20.4533	2.84165
Valid N (listwise)	150				

Sumber: Data processed in 2021

The first variable is Security (X1). Of the 150 respondents analyzed, they have a total score of a minimum answer score of 11.00, a maximum value of 25.00, an average value of 19.64 and a standard deviation of 3.202. This condition shows that the Security of Food E-commerce Users in the Jabodetabek area is high, namely 19%. This can be seen from the average value of public knowledge of 19.64, which is closer to the maximum value of 25.00. The standard deviation of 3.202 below the average value means that each research sample has an almost different understanding of Food E-commerce User Security in the Greater Jakarta area.

The second variable is Ease (X2). Of the 150 respondents who were analyzed, they had a total score of a minimum answer score of 5, a maximum value of 25, an average value of 21.85 and a standard deviation of 3.033. This condition shows that the E-commerce of Food User in the Greater Jakarta area is generally high at 21%. This can be seen from the average value of E-commerce User Ease of Food in the Jabodetabek area, which is 21.85, which is closer to the maximum value of 25. Standard deviation of 3.033 below the average value means that each research sample has an understanding of the Food E-commerce users in the Greater Jakarta area are almost different.

The third variable is Promotion (X3). Of the 150 respondents analyzed, they have a total score of a minimum answer score of 15, a maximum value of 25, an average value of 21.35 and a standard deviation of 2.780. This condition shows that the Promotion of Food E-commerce Users in the Jabodetabek area is generally high at 21%. This can be seen from the average value of E-commerce User Ease in the Jabodetabek area, which is 21.35, which is closer to the maximum value of 25. Standard deviation of 2,780 below the average value means that each research sample has an understanding of Promotion. Food E-commerce users in the Greater Jakarta area are almost different

The fourth variable is the Food E-commerce User System (Y). Of the 150 respondents who were analyzed, the total score of the minimum answer was 13.00, the maximum value was 25.00, the average value was 20.45 and the standard deviation was 2.841. This condition shows that the Online-Based Loan Fintech User System in the DKI Jakarta area is generally high at 32%. This can be seen from the average value of the System for Food E-commerce Users in the Jabodetabek area, which is 20.45, which is closer to the maximum value of 25. The standard deviation of 2.841 below the average value means that each research sample has a higher behavior. The Food E-commerce User System in the Greater Jakarta Area is almost different.

4.2 Hypothesis testing

4.2.1 Significance of Individual Parameters (t test)

The t statistical test is used to see the significance of the individual independent influence on the dependent variable by comparing the t count and t table at a significance of 0.05. The t statistical test basically shows how far the influence of one explanatory or independent variable individually in explaining the variation in the dependent variable. Based on the t table with a significant level of $0.05 / 2 = 0.025$ (two-sided test) and the degrees of freedom $df = n - k - 1$ or $150 - 4 - 1$ (n is the number of sampel and k is the number of independent variables), it is obtained t table 0.676. The results of the t statistical test are as follows:

Tabel 6.2 Hasil T test

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	2,546	1,500		1,697	.092
1 SECURITY	.162	.059	.173	2,742	.007
EASY	.105	.058	.114	1,826	.040
PROMOTIONS	.600	.069	.596	8,673	.000

a. Dependent Variable: FOOD E_COMMERCE USER BEHAVIOR

Sumber: Data processed in 2021

based on the table above it can be explained that the results of the partial test are as follows:

1) Knowledge Variable (X1)

From the results of the t statistical test, the t value is 2.742 with a significant level of 0.007. This means that t count > t table 2,742 >

0.676) and a significant level <0.05 (0.007 < 0.05 means that security has a significant effect on the Behavior of the

Food E-commerce User System in the Jabodetabek area.

2) Variable Security (X2)

From the results of the t statistical test, it was obtained that the t value was 1.826 with a significant level of 0.040. This means $t_{count} > t_{table}$ (1,826 >

0.676) and a significant level < 0.05 (0.040 < 0.05 , it means that Ease has a significant effect on the Behavior of the Food E-commerce User System in the Greater Jakarta area.

3) Variable Ease (X3)

From the results of the t statistical test, it was obtained that the t value was 8.673 with a significant level of 0.000. This means $t_{count} > t_{table}$ (8,673 >

0.676) and a significant level < 0.05 (0.000 < 0.05 means that Promotion has a significant effect on the Behavior of the Food E-commerce User System in the Greater Jakarta area.

4.2.2 Multiple Regression Analysis

Hypothesis testing is carried out using multiple linear regression analysis with the help of the SPSS program, to see the effect of Knowledge, Security, Convenience, and Trust on the Behavior of Online-Based Loan Fintech Users in the DKI Jakarta area. The following table 6.15 shows the results of the SPSS output on data analysis performed using multiple linear regressions.

Based on the results of the SPSS output on the data analysis in the table above, the multiple linear regression equation is obtained as follows:

$$\text{Behavior on Food E-commerce User System} = 2,546 + 0,162\text{Security} + 0.105\text{Ease} + 0.600\text{Promotion} + e$$

The regression equation can be explained as follows:

- From the regression equation above, it can be seen that the regression coefficient of Security, Convenience, and Promotion is positive which means that if the level of Security, Convenience, and Promotion increases, then the Behavior of the Food E-commerce User System in the Jabodetabek area will also increase.
- A constant value of 2.546 means that if there is no Security, Convenience, and Promotion, then the Behavior of the Food E-commerce User System in the Jabodetabek area will increase by 2.54%.

4.3. Discussion of Research Results

In testing the regression model using the variables Security, Ease and Promotion of FEase actor influences the Behavior of the Food E-commerce User System in the Jabodetabek area. The results of hypothesis testing can be summarized in the table as follows:

Table 6.3 Hypothesis Analysis Results

Code	Hypothesis	Conclusion
H1	Fsecurity actors influence the Behavior of the Food E-commerce User System in the Jabodetabek area	Received
H2	Fease actor influences the Behavior of the Food E-commerce User System in the Jabodetabek area	Received
H3	FPromotion actors influence the Behavior of the Food E-commerce User System in the Jabodetabek area	Received

Sumber: Data processed in 2021

From the table above, it can be concluded that the security, convenience and promotion of Fease actor influences the Behavior of the Food E-commerce User System in the Jabodetabek area

1) The influence of security factors on the Behavior of the Food E-Commerce Use System during the Covid-19 Pandemic

The results of this study say that Fsecurity actors influence the Behavior of the Food E-commerce User System in the Jabodetabek area. Ainun (2015) describes security as a factor to be considered, the potential for crimes that commonly occur in online transactions such as fraud, credit card hijacking (carding), illegal transfer of funds from certain accounts is very large if the security system of the e-commerce infrastructure is still weak. Therefore, the security of e-commerce infrastructure has become an important and serious study for computer and informatics experts. This research is in line with Ainun's research in 2015, the results of his research found that: (1) Security has a positive effect on purchasing decisions (2) Convenience has a positive effect on purchasing decisions (3) Performance risk has a negative effect on purchasing decisions (4) Security, Convenience,

2) The influence of the convenience factor on the Behavior of the Food E-Commerce Usage System during the Covid-19 Pandemic

The results of this study say that Fease actor influences the Behavior of the Food E-commerce User System in the Jabodetabek area. This research is in line with Dien's research in 2018 the results of this study show that 1) The ease of electronic money has a significant effect on decisions about using electronic money in society, 2) The benefits of electronic money have a significant effect on decisions about using electronic money in society, 3) Promotion electronic money has a significant effect on the decision to use electronic money in the community and 4) The ease, usefulness and promotion of electronic money has a significant effect on the decision to use electronic money in the community.

3) The Influence of Promotion factors on the Behavior of the Food E-Commerce Use System During the Covid-19 Pandemic

The results of this study say that F Promotion actors influence the Behavior of the Food E-commerce User System in the Jabodetabek area. Dien (2018) provides an explanation that promotion is one way that can be used to disseminate information on a new product to the public. Through company promotion, it will inform and encourage the public to use its products through the mass media or in other ways. This research is in line with Lenggang's research in 2019. The results show that product quality does not partially affect purchasing decisions at the Shopee marketplace. Price has a partial effect on purchasing decisions on the Shopee marketplace and Promotion has a partial effect on purchasing decisions on the Shopee marketplace

V. CONCLUSIONS AND SUGGESTIONS

5.1. Conclusion

Based on the results of the discussion in the previous chapter, some of the conclusions of the results of this study are summarized as follows:

1. There is a positive influence Fsecurity actors influence the Behavior of the Food E-commerce User System in the Jabodetabek area. The security factor plays an important role in the use of Food E-commerce technology and must be transparent and it is hoped that the Food E-commerce company can provide adequate security and data confidentiality guarantees. Because security has an influence on the Behavior of the Food E-commerce User System in the current covid-19 pandemic.
2. There is a positive influence Fease actor influences the Behavior of the Food E-commerce User System in the Jabodetabek area. The public is directed to understand the benefits and ease of use of Food E-commerce. In the ease of use variable, it is indicated by respondents who feel that how to use Food E-commerce must be easy to understand and also practical. Not only that, respondents are also helped by the existence of Food E-commerce, enough with the Food E-commerce application, so transactions can run during the current Covid-19 pandemic.
3. There is a positive influence FPromotion actors influence the Behavior of the Food E-commerce User System in the Jabodetabek area. Hal this is evidenced by the many promotions carried out by Food Ecommerce that have succeeded in attracting the attention of consumers in the current Covid-19 pandemic

to shop on food E-commerce applications such as tanihub with free promotions on some of its products, Sayurbox and etanee with cheap postage costs even free shipping.

5.2 Suggestion

Based on the research results, discussion and conclusions as well as the limitations of the research, the following suggestions can be given:

1. Increasing the Security of the Food E-commerce System because the assurance of adequate data security and confidentiality has an influence on the Behavior of the Food E-commerce User System, especially in the current covid-19 pandemic.
2. The features of using Food E-commerce must be easy to understand and also practical. Not only that, respondents must also be helped by the existence of Food E-commerce, enough with the Food E-commerce application, so transactions can run during the current Covid-19 pandemic.
3. Promotion of E-commerce for Food must continue to be carried out with various promotions every month, so consumers will be more interested in making purchases, because with the promotions offered, consumers will feel that they have gained a lot of benefits, especially in the current Covid-19 pandemic.
4. Further researchers, it would be nice to expand the observed variables. For example, by adding variables of trust, quality of service, features and so on. With the hope that the results of further research can be better.
5. For further researchers, the population and research sample should be expanded, not only for the Jabodetabek area but also for a more national area, and for a larger number of respondents so that the more accurate the results of further research can be better

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