

CHAPTER V

CONCLUSION

1.1. Research Conclusions

Based on the results of the SEM (Structural Equation Modelling) using SmartPLS and the results of the research described previously in chapter IV regarding the effect of Perceived COVID-19 Risk, Perceived Convenience in Online Food Ordering on Consumers Purchase Intention, it can be concluded that:

1. Perceived COVID-19 Risk has a positive significant impact on perceived convenience in online food ordering. This means that the higher the COVID-19 risk perceived by consumers, the higher they seek for a convenience in online food ordering.
2. Perceived COVID-19 Risk has an insignificant negative effect on consumer's online food purchase intention. This means that when they intend to order food online, proving the higher risks they perceive throughout the process of their online purchase, it shifts their intent to not be likely to purchase food online.
3. Perceived convenience in online food ordering has a positive and significant affect on consumer's online food purchase intention. This means the more convenience their perceived, the higher their intention to purchase food online.
4. Perceived convenience of online food ordering positive and significant mediates the influence of perceived COVID-19 risk and consumer's online food purchase intention. This study found that perceived convenience is a strong predictor that mediates the influence of perceived COVID-19 risk and consumer's online food purchase intention. It can be concluded that when doing a dine-in, consumers perceived more COVID-19 risk and it will have a significant effect on their intention to order food online.

1.2. Research Implications

After the researchers conducted the research, the results and discussions were obtained which could be used as implications for the marketing sector which includes academics and marketers. The implications are as follows:

1. Academics

This research is expected to provide information about consumers in responding to COVID-19 risk their perceived these past two years. During the spread of COVID-19, which does not know when it will end, consumers are afraid to purchase in-store especially food. This study also examines consumer's online purchase intention to determined consumer's behavior when purchasing food online. This research also provides benefits for increasing knowledge to increase insight about the effect of perceived COVID-19 risk and perceived convenience in online food ordering on consumer's online food purchase intention these past two years (during pandemic and post pandemic/endemic).

2. Marketers:

This research is expected to help the marketing sector, especially the restaurants or food and beverage sector, to create a marketing strategy to increase sales. This allows marketers to implement online food delivery applications or collaborate with existing platforms. So that consumers continue to make food purchases through online applications which are less risky than dine-in. Therefore, this research can be a reference for actors in the food and beverage sector to carry out sales that are adaptive to COVID-19.

1.3. Research Recommendations

1. In order to represent respondents throughout Indonesia and accurate data the researcher suggests processing data with more respondents.

2. Researcher suggested to improve the theoretical model tested here, including other variables and dimensions not considered in the present study or the use of the current model at different moments of the pandemic.
3. Further research is recommended to take respondents be conducted in the Indonesian and international context with the proposed model, with a more representative sampling process, and a random selection of respondents.
4. For marketing sector especially in restaurants/food and beverages, researchers suggest to wider consumers target by engage in online food delivery applications or collaborate with existing platform.

