

## The Impact of Quick Commerce that Influence the Purchase Decision of E-Grocery

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### Abstract

The recent technological advancements have catalysed significant transformations in various aspects of human life, notably in the realm of electronic commerce. Among these changes, the emergence of online platforms for purchasing groceries, commonly referred to as E-grocery, has garnered considerable attention, particularly in the post-pandemic era. Within this landscape, Quick Commerce (q-commerce) has emerged as a prominent model, facilitating the on-demand delivery of groceries. This study aims to investigate the influence of key factors such as e-service quality, perceived ease of use, and electronic Word-of-Mouth (e-WoM) on consumers' decision-making processes regarding online grocery purchases, specifically through the Astro quick commerce application, with e-trust serving as a mediator. Utilizing Structural Equation Modelling (SEM) techniques and data collected from 125 respondents, the analysis reveals that both e-service quality and e-WoM positively impact consumer e-trust. Moreover, these factors, in conjunction with e-trust itself, significantly influence consumers' decisions to make purchases. To foster positive e-WoM for the Astro platform, the study suggests improving compensation services, prioritizing application usability, and closely monitoring all Astro-related information.

**Keywords:** Quick Commerce, Perceived Ease of Use, E-WoM, E-Trust, Purchase Decisions, E-Service Quality.

## Introduction

The pandemic situation has resulted in a significant disruption to societal activities, prompting governmental interventions aimed at mitigating the spread of the virus through the implementation of effective policies and regulations (Syauqi, 2020). These regulatory measures have impacted various facets of daily life, precipitating changes in communal activities both within households and in public spaces. Consequently, there has been an indirect surge in internet usage and the adoption of digital platforms, as evidenced by data from the Central Statistics Agency (BPS), which indicates a 40.56 percent increase in internet usage over the past five years. With individuals largely confined to their homes, there has been a rapid transformation in behaviour, characterized by a shift from traditional to digital methods for fulfilling grocery needs. Recent statistical findings highlight this transition, indicating that 88.1% of internet users in Indonesia are particularly inclined towards engaging with e-commerce platforms, representing the highest proportion globally (Databoks, 2022). This shift underscores a marked change in consumer behaviour towards the adoption of online digital channels for grocery shopping. Within the landscape of online commerce amid the COVID-19 pandemic, a notable trend is the emergence of e-grocery, whereby individuals procure various daily necessities, beverages, fresh food items, and vegetables via digital platforms (Nawir & Wulansari, 2021). Frequently facilitated through on-demand or Quick Commerce (q-commerce) models, e-grocery services pledge prompt delivery, typically within an hour, thus amalgamating the convenience associated with e-commerce and the immediacy reminiscent of traditional shopping experiences (CNBC Indonesia, 2022).

The Indonesian industry exhibits optimism regarding the shift towards online media, propelled by the nation's robust consumption of digital content (Sari, 2017). Numerous start-ups within Indonesia have embraced the concept of q-commerce, initiating e-commerce ventures catering to everyday essentials (hypeabis). Among these start-ups, Astro distinguishes itself with its rapid expansion, outpacing competitors such as (Play Store, 2022). While prior literature has made significant strides in investigating consumer behaviour, particularly within the realm of e-commerce, there remains a dearth of evidence concerning purchase decisions within

the context of q-commerce (Astini et al., 2023). Thus, this current study endeavours to bridge this gap by delving into factors such as e-service quality, electronic word of mouth, and perceived ease of use, and their influence on consumer purchase decisions within the domain of e-grocery. Additionally, the study seeks to elucidate the mediating role of e-trust, with a specific focus on the Astro quick commerce platform. The anticipated outcomes of this study are poised to contribute to the refinement of consumer behaviour models pertinent to e-grocery purchase decisions. Furthermore, these findings hold promise for organizations, offering valuable insights that may inform practitioners in the development of decision-making processes geared towards enhancing service quality and optimizing the q-commerce paradigm.

## Literature Review

### E- Service Quality

E-service quality, also known as electronic service quality, refers to the provision of services by virtual businesses online, streamlining consumer purchases and ensuring efficient distribution (Farisal & Purbawati, 2020). Studies such as Parasuraman, Zeithaml and Malhotra (2005) have delineated the facets of e-service quality, comprising efficiency, fulfilment, system availability, privacy, responsiveness, compensation, and contact. This concept is defined as the website's capacity to offer effective facilities for online shopping, purchasing, and acquiring goods or services (Parasuraman et al., 2005). Recent developments prompt a reevaluation of traditional concepts like satisfaction and service quality within the context of information technology. Virtual consumers actively participate in service delivery, influencing perceptions of service quality with their own efforts and time (Zeithaml, 2000). Consequently, the perception of service quality in online purchasing can be altered. Literature on e-service quality emphasizes that websites serve not merely as utilitarian tools for information search, decision-making, or product ordering. Notably, studies like Febri et al. (2021) find that e-service quality significantly influences the purchase decision process, followed by customer reviews and e-trust. Astini et al. (2023) and Andra, Arsyah and Besra (2021) argue that consumer

trust in e-commerce is driven by the service quality provided by e-vendors. Consistent evidence from studies such as [Irawan \(2018\)](#), [Qalati et al. \(2021\)](#), and [Tran and Vu \(2019\)](#) underscores the positive and significant impact of e-service quality on e-trust. Moreover, scholars contend that online shopping necessitates trust, which is cultivated between consumers and online platforms ([Lee & Turban, 2001](#)). Trust is considered crucial for overcoming uncertainty, particularly when security mechanisms are deemed insufficient ([Wu et al., 2018](#)). Thus, based on the literature, we propose that:

**H1.** E-service Quality positively affect e-trust.

### **Perceived Ease of Use**

[Imaningsih et al. \(2023\)](#) define perceived ease of use as an individual's view of how easy it is to use technology. They suggest that frequent user engagement can signal ease of use. [Davis \(1989\)](#) outlined five indicators, including learning ease and controllability. The IoT is seen as enhancing system efficiency ([Miller & Khera, 2010](#)), making online shopping easier ([Reguraman & Subbiah, 2019](#)). E-commerce platforms need user-friendly systems ([Zuniarti et al., 2021](#)), as ease of use boosts e-trust and user interest in applications. Hence, we propose that:

**H2.** Perceived Ease of Use positively influences effect e-trust.

### **E-Word of Mouth (E-WoM)**

E-WoM encompasses consumers' interpersonal exchanges regarding products or services, playing a pivotal role in shaping consumer attitudes and behaviours in contemporary contexts ([Kim, Ferrin, & Rao, 2008](#)). It represents a distinct mode of communication facilitating interaction among consumers and organizations, manifested through statements shared by consumers on online platforms, which may vary in tone from positive to negative ([Xue & Zhou, 2010](#)). Regarded as a phenomenon wherein anonymous opinions find expression in the virtual realm ([Shan, 2015](#)), e-WOM enables present-day consumers to access and evaluate others' opinions regarding products/services irrespective of geographical boundaries ([Makrides et al., 2022](#)). Studies on e-WOM underscore its significance for both consumers and

organizations. [Cheung and Thadani \(2012\)](#) categorized e-WOM into two overarching domains: market-level analysis, which is linked to organizational outcomes, and individual-level analysis, which examines e-WOM consequences evident in various aspects of consumer behaviour. Recent developments highlight a notable disparity between the principal concepts of e-WOM and traditional word of mouth (WOM), primarily in terms of coverage and speed, with e-WOM disseminating rapidly due to its unrestricted availability on the internet ([Cheung & Thadani, 2012](#); [Lin, Lu, & Wu, 2012](#)). Consequently, numerous studies emphasize the adoption of e-WOM and its impact on consumer behaviour and attitudes.

[Goyette et al. \(2010\)](#) classify e-WOM into three dimensions: intensity, valence of opinion, and content. Intensity reflects the quantity of opinions displayed by users on social platforms, including indicators such as frequency of accessing information and interacting with other users. Valence of opinion pertains to the sentiment of consumers, categorized as positive or negative, with indicators like useful comments and recommendations. Content denotes the useful information provided by consumers on social networks, including details regarding quality, quantity, and price. Previous studies indicate that e-WOM fosters trust and is considered a critical precursor to e-trust ([Bulut & Karabulut, 2018](#); [Seo & Park, 2018](#)). Thus, we hypothesize that:

**H3.** E-WoM positively influences e-trust.

## **Purchase Decision**

According to [Wardani et al. \(2022\)](#), the purchase decision denotes a process in which consumers commit to acquiring or exchanging a product, pledging payment in exchange for rightful possession or usage. [Afroz et al. \(2013\)](#) correlates the purchase decision with consumer attitudes, indicating their inclination to procure a product capable of fulfilling their desires and needs. Moreover, it is argued that the purchase decision process entails inherent risks that consumers are willing to undertake ([Rozieqy & Arifin, 2018](#)). [Rozieqy and Arifin \(2018\)](#) delineate five roles in the purchase decision process: the initiator, who initiates the purchasing process; the influencer, who exerts influence on the decision; the decider, who makes the final decision based on considerations; and the buyer, who executes the purchase. Similarly, [Schiffman and Kanuk \(2008\)](#) define the purchase decision

as the act of selecting one alternative among several when making a purchase, suggesting that individuals are presented with multiple options before making a choice. Additionally, [Kotler and Keller \(2018\)](#) underscore that purchase decisions represent the evaluative stage in consumers' formation of brand preferences across different behaviours. [Schiffman and Kanuk \(2008\)](#) elucidate consumer decision behaviour through three integrated stages. The initial stage, termed the input stage, is marked by consumer awareness influenced primarily by marketing efforts of companies. [Kotler and Armstrong \(2017\)](#) elaborate on the purchase decision process, outlining five stages. The first stage is problem recognition, where individuals become aware of their needs. Subsequently, the information search stage involves consumers seeking product-related information. This is followed by the evaluation of alternatives, during which consumers utilize gathered information to assess filtered brands. The next stage is the purchase decision, where consumers select a specific brand for purchase. Finally, the post-purchase behaviour stage allows consumers to take action based on their satisfaction level following the purchase.

Literature asserts that e-service quality significantly impacts consumer purchasing decisions, shaping their buying behaviour patterns ([Aulia & Rini, 2021](#); [Febrianti et al., 2021](#)). Perceived ease of use, as highlighted by studies such as [Azizah, Nur and Putra \(2022\)](#) and [Delfian and Yusuf \(2022\)](#), also heavily influences consumer purchasing decisions by providing convenience for smooth online transactions ([Suhardi & Taufik, 2018](#)). Additionally, e-WOM influences consumer purchasing decisions through online reviews, as indicated by research conducted by [Angel and Natadirja \(2021\)](#), [Nurhasanah, Nugroho and Putra \(2021\)](#), and [Pratama, Megadini and Kusriandini \(2019\)](#). Scholars emphasize trust as a crucial factor in online purchasing decisions, suggesting that higher trust levels correlate with increased likelihood of actual purchases ([Hongjoyo, Mangantar, & Arie, 2020](#)). [Cahyanti, Fauzi and Rini \(2021\)](#) similarly propose that e-trust, either partially or collectively, affects consumer purchasing decisions.

- H4.** E-Service Quality positively affects consumer purchasing decision.
- H5.** Perceived Ease of Use positively affects Purchase decision.
- H6.** E-Word of Mouth (E-WoM) positively affects consumer Purchasing decision.
- H7.** E-Trust positively affects consumer purchasing decision.



## E-Trust

Lack of trust poses a significant hurdle that may dissuade consumers from utilizing e-commerce platforms (Kim et al., 2008). Certain pre-purchase factors are argued to contribute to the establishment of e-trust (Falahat et al., 2019). Rita, Oliveira and Farisa (2019) assert that trust plays a pivotal role in attracting online shoppers, prompting e-commerce vendors to devise appropriate strategies to cultivate consumer trust and attract them to online shopping platforms (Kusuma & Shiratina, 2022). Trust is portrayed as a foundational element nurturing the relationship between buyers and sellers (Haekal & Widjajanta, 2016), with sellers bearing the responsibility to inspire confidence in consumers (Crosby, Hart, & Torfing, 2017). When e-vendors furnish consumers with accurate, transparent, and comprehensive information, consumers perceive online stores and their services as legitimate, capable of fulfilling their needs and desires (Giovanis & Athanasopoulou, 2014). Mayer, Davis and Schoorman (1995) introduced three key factors – integrity, ability, and benevolence – that shape consumer trust. Sito Putri and Iriani (2021) observe that perceived ease of use correlates with a higher level of trust, ultimately influencing consumer decisions. Handi et al. (2018) reveal that trust acts as a significant mediator when consumers engage with information from social sites and make purchases. Similar evidence is presented by Ihsan, Abidin and Kuleh (2022) and Sari and Rahmidani (2019), highlighting that electronic word of mouth positively impacts consumer purchasing decisions, with trust mediating the relationship. Thus, we propose that:

- H8.** E-Trust acts as a mediator between E-Service Quality and Purchase Decisions.
- H9.** E-Trust serves as a mediator in the relationship between Perceived Ease of Use and Purchase Decisions.
- H10.** E-Trust acts as a mediator in the relationship between E-Word of Mouth and Purchase Decisions.

## Methodology

The study targets consumers residing in Jakarta, Depok, Tangerang, and Bekasi who have made online purchases through the Astro application. The sample comprises 125

respondents who have engaged in online transactions through the Astro application at least once. The sample size was determined using Hair et al.'s (2021) sampling method, which recommends a ratio ranging from  $n \times 5$  to  $N \times 10$  observed variables (indicators). Non-probability purposive sampling technique is employed to sample the population. Primary data collection is conducted through a questionnaire distributed via Google Forms. The study adopts a quantitative analysis approach and utilizes SEM with the PLS program to explore the relationships between independent and dependent variables.

## Results

### SEM Partial Least Square

Table 1: Testing the Validity of Results (Convergent Validity).

Variable	Indicator	Outer Loading	Cronbach's	Composite Reliability	AVE
E-Service Quality	ESQ1	0.762	0.97	0.82	0.54
	ESQ2	0.796			
	ESQ3	0.790			
	ESQ4	0.756			
	ESQ5	0.801			
	ESQ6	0.799			
	ESQ7	0.810			
Perceived Ease of Use	PEU1	0.911	0.96	0.76	0.59
	PEU2	0.925			
	PEU3	0.936			
	PEU4	0.894			
E-Word of Mouth	EWOM1	0.860	0.76	0.82	0.61
	EWOM2	0.840			
	EWOM3	0.887			
	EWOM4	0.847			
E-Trust	ETRST1	0.885	0.91	0.85	0.64
	ETRST2	0.862			
	ETRST3	0.898			
	ETRST4	0.886			
Purchase Decision	PD1	0.814	0.89	0.88	0.50
	PD2	0.897			
	PD3	0.874			
	PD4	0.856			
	PD5	0.840			
	PD6	0.889			

Source: Data Analysis with Smart PLS, 2023.

In evaluating convergent validity, it is generally recommended that factor loadings and outer loadings exceed 0.7 (Ghozali, 2021). Additionally, AVE serves as another measure of convergent validity, with a threshold value of either 0.5 or greater



than 0.5. Furthermore, the reliability of the model is assessed through Cronbach's alpha and composite reliability, with a threshold value of 0.7 (Ghozali & Latan, 2015).

Table 2: Discriminant Validity (Fornell-Lacker Criterion).

Variable	ESQ	PEU	EWOM	ETRST	PD
ESQ	0.897				
PEU	0.776	0.699			
EWOM	0.607	0.573	0.876		
ETRST	0.644	0.566	0.774	0.829	
PD	0.712	0.405	0.701	0.615	0.765

Source: Data Analysis with Smart PLS, 2023.

### Structural Model Testing (Inner Model)

#### Model Fitness

The R-square value indicates how well predictors explain the dependent variable. Ghozali and Latan (2015) suggest that 75%, 50%, and 25% signify strong, moderate, or weak models. A value nearing 1 suggests predictors provide all needed information, while below 25% indicates limited explanatory power. In our model, with an R-square of 65.75, e-service quality, perceived ease of use, e-WOM, and e-trust collectively explain 65.7% of consumer purchasing decisions.

Table 3: Coefficient of Determination (R<sup>2</sup>) Value.

Variable	R Square
PD	0.657

Source: Data Analysis with Smart PLS, 2023.

#### Fit Model Test

Table 4: Model Fit Testing.

Indicator	Estimated Model	Saturated Model
NFI	0.901	0.824
SRMR	0.048	0.059

Source: Data Analysis with Smart PLS, 2023.

The adequacy of the model fit is further evaluated by examining the SRMR and NFI values. According to Henseler et al. (2014), a criterion for model fit is an NFI value of 0.9 or higher, while for SRMR, it should be less than 0.1. Table 4.5 presents the SRMR and NFI values, both of which meet the criteria, with an SRMR value of 0.048 and an NFI value of 0.901. This confirms the adequacy of the model fit.

## Hypothesis Testing (Inter-Variable)

Hypothesis testing involves analysing path coefficients and their associated t-statistical significance values. P-values below 0.05 and t-statistics equal to or exceeding 1.96 are considered significant (Ghozali, 2021). If the t-statistic exceeds 1.96, both constructs are significant, as shown in the subsequent table of hypothesis testing outcomes.

Table 5: Testing Hypotheses Regarding Path Coefficients.

	Hypothesis	Beta Coefficient	T-Stats	P-Value	Result
<b>H1</b>	ESQ → ETRST	0.314	2.765	0.005	Significant
<b>H2</b>	PEU → ETRST	0.217	0.435	0.654	Not Significant
<b>H3</b>	E-WOM → ETRST	0.192	4.321	0.001	Significant
<b>H4</b>	ESQ → PD	0.234	2.245	0.012	Significant
<b>H5</b>	PEU → PD	0.045	0.371	0.431	Not Significant
<b>H6</b>	EWOM → PD	0.313	2.489	0.014	Significant
<b>H7</b>	ETRST → PD	0.244	3.812	0.004	Significant
<b>H8</b>	ESQ → ETRST → PD	0.224	2.213	0.045	Mediated
<b>H9</b>	PEU → ETRST → PD	0.170	0.451	0.001	Not Mediated
<b>H10</b>	E-WOM → ETRST → PD	0.157	2.239	0.012	Mediated

**Source:** Data Analysis with Smart PLS, 2023.

## Discussion

E-service quality positively influences e-trust, indicating that superior service provision by vendors on the Astro application enhances consumer trust in these platforms. Conversely, poor or low-quality services lead to a decline in consumer trust in e-commerce platforms. These findings are consistent with previous studies by Andra et al. (2021) and Tran and Vu (2019), which assert that e-service quality positively impacts consumer e-trust. Moreover, the study reveals that perceived ease of use does not significantly affect e-trust. This insignificance suggests that utilizing the e-commerce platform (in this case, Astro) does not inherently build trust. This outcome may be attributed to the demographic profile of respondents, who are predominantly millennials with higher education levels, indicating that they do not perceive perceived ease of use as a robust indicator of establishing e-trust. The findings indicate a significant enhancement in consumer trust levels in e-commerce platforms due to electronic word of mouth (e-WOM). e-WOM typically disseminates information provided by consumers to potential consumers, implying that positive consumer experiences lead to favourable reviews, attracting potential consumers to trust the platform. However, perceived ease of

use does not contribute to purchase decisions according to the current findings. This suggests that while user-friendly technological platforms encourage consumers to utilize e-commerce platforms for convenience, they do not assist in finalizing purchases online. This is because today's generation is already accustomed to online shopping applications, using e-groceries platforms to save time, rendering ease of use a less significant factor in the purchasing decision. These results contrast with several studies, which suggest that perceived ease of use increases consumer trust in application usage. However, they align with [Widyanto and Prasilowati \(2015\)](#), [Rahmaningtyas et al. \(2017\)](#), and [Yuliawan \(2018\)](#), which conclude that it is a significant factor aiding the purchasing decision process. Conversely, e-WOM significantly impacts purchasing decisions, as positive reviews and information shared by experienced consumers build trust and assist potential consumers in making purchases via the Astro application. However, even in the absence of trust, e-WOM still influences purchasing decisions. This occurs because individuals tend to make immediate purchases upon receiving accurate information from other consumers ([Angel & Natadirja, 2021](#); [Pratama et al., 2019](#)). Similarly, e-trust also impacts purchasing decisions; when consumers begin to trust applications like Astro and believe they receive quality services, they assume the platform is user-friendly and provides accurate information, thereby showing willingness to make purchases. Consistent with studies by [Cahyanti et al. \(2021\)](#) and [Oghazi et al. \(2018\)](#), it is confirmed that higher trust correlates with increased purchases, while lower trust indicates lower purchase intentions, affirming e-trust as a potential mediator. However, it may not always serve as a useful mediator, as in the case of perceived ease of use. In this technological era, consumers are already accustomed to using new applications, hence they do not perceive it as a major factor in building trust. It is not necessary for user-friendly apps to always be trustworthy ([Ihsan et al., 2022](#)).

### **Implications of the Study**

This study holds practical implications for businesses like Astro, urging them to enhance compensation services for smooth resolution of transaction-related issues, promptly addressing inquiries, complaints, and criticisms to maintain consumer satisfaction and encourage repeat purchases. Despite the user-friendly nature of the

Astro application, efforts should focus on improving accessibility by enhancing network quality and services to cater to all age groups. Optimizing server performance is crucial for seamless webpage loading, ensuring a positive user experience. The company must vigilantly monitor and manage all online content related to Astro to uphold a positive corporate image, promptly addressing any negative news or articles and clarifying misunderstandings. Additionally, media content should be carefully curated to ensure its appeal and positive impact on consumers. For future research, similar models can be applied with different samples and platforms. Moreover, additional variables such as price, quality, satisfaction, and loyalty could be incorporated to yield more comprehensive findings.

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