

Green Online Food Delivery In Tourist Destinations: Analysis of Tourists' Value on Attitude And Purchase Intentions

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Abstract

This study investigates the implementation of environmentally friendly online food delivery services in tourist destinations, aiming to align with the principles of sustainable tourism. The primary objective is to analyze how tourist values influence their attitudes and purchase intentions toward online food delivery in these destinations. A quantitative research method is employed, utilizing Structural Equation Modeling-Partial Least Squares (SEM-PLS) to assess the impact of customer value on attitudes and purchase intentions toward Green Online Food Delivery (Green OFD). The study sample comprises 120 tourists with prior experience using online food delivery services during their visits to tourist destinations. The results indicate that the availability of Green OFD, derived from environmentally friendly local products, significantly affects tourists' attitudes and purchase intentions, especially among those who are mindful of sustainability issues. Tourists demonstrate positive attitudes and purchase intentions when they recognize functional, emotional, social, and epistemic values, including the feeling of contributing to environmental conservation by opting for Green OFD. The findings offer theoretical and practical insights for advancing sustainable tourism destination development.

Keywords: Green OFD, Tourist Attitudes, Tourist Destinations, Sustainable Tourism

A. INTRODUCTION

The emergence of environmentally friendly online food delivery services (Green Online Food Delivery) has become a notable trend in recent years, emphasizing sustainability and environmental impact (Li et al., 2020; Sanggramasari et al., 2023). These platforms offer convenience and contribute to reducing carbon footprints by optimizing delivery routes and promoting eco-friendly packaging. The high consumer interest in online food shopping has become a significant phenomenon in this digital era. Factors such as convenience, ease of access, and the safety provided by online food shopping platforms are primary drivers behind the increasing consumer interest (Wang & Somogyi, 2018). Technological advancements have played a crucial role in transforming how consumers explore and select food, including during visits to tourist destinations. With the development of technology, tourists can now easily explore various food options from different sources through their devices (Edwards et al., 2010). Online food shopping has become increasingly appealing due to the fast and efficient delivery features, allowing tourists to enjoy their favorite dishes during their visit. Rising awareness of food hygiene and safety drives tourists to opt for online purchase options that ensure the quality and cleanliness of the products. This reflects the digital age's ongoing transformation of shopping behaviors (Enggriani & Nabila, 2022).

The online food delivery (OFD) trend in Indonesia has experienced significant growth. According to (Yong, 2021), the market value was estimated to reach approximately \$4.9 billion in 2021, up from \$1.2 billion in 2016. This demonstrates the Indonesian population's rapid adoption of online food delivery platforms over the past few years. Key drivers of this rapid growth include the development of digital

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infrastructure, increased smartphone ownership, and changes in urban lifestyles (Chaerul & Zatadini, 2020). A report by (Works, 2023) indicates that in 2023, Indonesia became the largest OFD market in Southeast Asia, with a gross transaction value of \$4.6 billion, or approximately Rp 72.12 trillion (assuming an exchange rate of Rp 15,680/USD). The most frequently used OFD service providers in Indonesia in 2023 were GrabFood, with a market share of 50%, GoFood, with 38%, and ShopeeFood, with 5% (Li et al., 2020).

The increasing trend of Online Food Delivery (OFD) provides convenience for consumers and raises new issues related to food waste and packaging. According to data from (Kementerian Perencanaan Pembangunan Nasional/BAPPENAS, 2021), OFD services have contributed to the rise in food waste in Indonesia. Approximately 30%-40% of food ordered online is reported to be wasted due to over-ordering or inadequate inventory management by restaurants or food stores (Chaerul & Zatadini, 2020). Additionally, the plastic packaging and containers used for delivery significantly contribute to the increase in plastic waste in the environment. Therefore, while OFD offers convenience, there needs to be an awareness of its environmental impact, and measures must be taken to reduce food and plastic waste. In the context of sustainable tourism studies, food waste and the use of plastic packaging in Online Food Delivery (OFD) services are believed to impact tourist destinations' sustainability significantly. Food waste and plastic packaging can threaten environmental sustainability at these destinations. Food waste can generate greenhouse gas emissions that contribute to climate change, while plastic packaging can pollute the environment, particularly in ecologically sensitive tourist destinations (Heller et al., 2019).

To address these issues, pro-environmental actions from various stakeholders, including scientists, policymakers, industry, and the general public, are necessary to avoid shifting the responsibility (Arief et al., 2021; Vanapalli et al., 2021). Additionally, it is crucial to consider more sustainable packaging solutions to mitigate the environmental impact of food waste and plastic packaging. This includes the development of sustainable food packaging that can help reduce overall food loss and waste (Guillard et al., 2018). Using bioplastics (Zhao et al., 2020) as food packaging has become a relevant topic in decreasing reliance on conventional plastics. Furthermore, research has increasingly focused on using biodegradable materials to reduce the environmental impact of plastic usage (As'ad Mahpuz et al., 2022).

Creating sustainable tourism requires holistic solutions involving collaboration between the tourism industry, food service providers, and tourists (Guillard et al., 2018). A crucial aspect of this effort is improving food usage behavior and reducing plastic packaging (Haws et al., 2014). Campaigns to educate consumers about wise ordering practices and choosing environmentally-friendly restaurants are also essential (Ricci et al., 2018). However, there is still a lack of research focusing on the determinants of tourists' attitudes and intentions toward environmentally friendly online food delivery services (Green OFD).

Considering the existence of customer value theory (Kotler et al., 2019), this research aims to analyze the influence of tourist values on attitudes and purchase intentions toward Green OFD products during visits to tourist destinations. With a better understanding of these values' impact, it is hoped that they can serve as considerations for formulating more effective strategies and policies to reduce food waste and plastic packaging usage (Pauer et al., 2019), thus achieving sustainable tourism development.

B. LITERATURE REVIEW

Functional Value and Tourist Attitudes

In Online Food Delivery (OFD) services, functional value refers to the perceived value of a platform or service based on its ability to fulfill specific functions or meet user needs. Functional value can be seen in the platform's ability to influence market-value-oriented decision-making (Matschke et al., 2010).

Functional value provides an understanding of security, quality, and convenience, which can guide user behavior and the purpose of using OFD platforms (Marques et al., 2018).

Functional value is a key factor influencing consumer behavior when purchasing environmentally friendly products. Research indicates that personal norms positively impact the use of environmentally friendly products (Jansson et al., 2010). Additionally, individualism and collectivism influence environmental beliefs and behaviors (McCarty & Shrum, 2001). The quality and perception of environmentally friendly products have gained popularity among consumers, especially in specific demographics (Khare & Varshneya, 2017). Cultural values are also known to influence intentions to purchase environmentally friendly products, emphasizing the importance of ecological awareness and consumer perceptions of effectiveness (Hussain & Huang, 2022). Furthermore, pro-environmental beliefs and social influence are studied as drivers of environmentally friendly purchasing behavior (Firmansyah & Artanti, 2022).

Consumer attitudes, personal values, and beliefs significantly shape attitudes and intentions to purchase environmentally friendly products. Factors such as altruistic values, hedonic values, the drive to be environmentally responsible, spirituality, and social influence all influence intentions to purchase environmentally friendly products (Astarini & Pratomo, 2022). Based on these considerations, the research hypothesis is formulated as follows:

H1: Functional value significantly influences tourists' attitudes towards Green OFD.

Social Values and Tourist Attitudes

Social value encompasses the impact of organizations, jobs, or programs on stakeholders affected by their activities (Raiden & King, 2021). This value stems from the foundation of communal values, reflecting agreed-upon behaviors for an ideal society (Jansson et al., 2010). In literature, social values are explored through compassion, dedication, responsibility, and harmony, shaping perceptions of right and wrong within societal groups (Beggan & Allison, 2012). Social value, defined as the perceived usefulness of a product or service associated with specific social, demographic, socioeconomic, or cultural groups, significantly influences consumer behavior in purchasing environmentally friendly products (Delcea et al., 2019).

In the context of OFD, social value is reflected in consumer behaviors, such as support for environmental sustainability or local businesses. This relates to consumer behavior patterns supporting local restaurants or environmentally-friendly delivery options, as well as assessing SME brands or food delivery platforms. Additionally, social values are explored through environmental concern, social responsibility, and support for the local community, shaping consumer perceptions and influencing purchasing decisions. Research has shown that individuals with environmentally friendly consumption values are more likely to respond positively to environmentally friendly products (Haws et al., 2014). Furthermore, factors such as the drive to be environmentally responsible, spirituality and social influence have been proven to influence environmentally friendly purchasing intentions (Firmansyah & Artanti, 2022). Consumer knowledge and attitudes toward social and environmental issues can predict their responsible purchasing behavior (Wu & Islam, 2022). Additionally, consumers' perceptions of shared values and perceived benefits affect their relationship with pro-environmental brands, ultimately impacting their purchase intentions (Copeland & Bhaduri, 2019).

Based on these foundations, the proposed hypothesis is as follows:

H2: Social value significantly influences tourists' attitudes towards Green OFD.

Emotional Value and Tourist Attitudes

Emotional value refers to the recognition of the impact of emotions on an individual's utility and subjective satisfaction, which can be objectively quantified (Retolaza & San-Jose, 2022). Emotional value emphasizes empathy, positive relationships, and effective communication, ultimately enhancing experiences, loyalty, and overall well-being (Xiao, 2023). In the context of OFD, emotional value refers to the significance and added value of emotions in transactions, interactions, and experiences, which can influence stakeholders' perceptions and satisfaction levels. These emotional aspects go beyond mere financial considerations and play a crucial role in various aspects of customer service in the online food delivery industry.

Emotional value is crucial in influencing the purchase behavior of environmentally friendly products. Research by (Parker et al., 2023) shows that emotional value and social value are related to environmentally friendly purchasing behavior and that this relationship is mediated by environmental concern. This indicates that consumers' emotional attachment to environmentally friendly products, such as satisfaction, happiness, or fulfillment from making environmentally friendly choices, can influence their decision-making process. Furthermore, (Gutierrez et al., 2020) highlight that consumers often attribute higher emotional value to environmentally friendly products, suggesting that emotional attachment and response to environmentally friendly goods can influence purchasing decisions (Gutierrez et al., 2020). This emotional value can stem from various factors, including the product's impact on the environment, personal values related to sustainability, or a sense of contributing to larger goals by choosing environmentally friendly alternatives.

Based on this, the hypothesis is established as follows:

H3: Emotional value significantly influences tourists' attitudes towards Green OFD.

Epistemic Value and Tourist Attitudes

In the study of OFD in tourist destinations, epistemic value refers to the importance of knowledge, beliefs, and rationality in the decision-making process by tourists (Kotler et al., 2019). This encompasses the need for truth, understanding, and cognitive virtue in shaping consumers' understanding and preferences toward food delivery services. Epistemic value manifests in tourists' efforts to seek information/knowledge about ingredients, origins, production methods, and other cognitive aspects of Green OFD products.

Epistemic value is crucial in influencing the purchase behavior of environmentally friendly products. Research by (Haws et al., 2014) indicates that environmental consumption values, including epistemic value, can influence individuals' responses to environmentally friendly products. Epistemic values related to knowledge, understanding, and curiosity can affect consumers' perceptions of environmental benefits or attributes of environmentally friendly products. This suggests that individuals prioritizing knowledge about environmental issues and their solutions may be more inclined to choose environmentally friendly products.

Epistemic values, related to individuals' search for knowledge and understanding, can interact with cultural values to influence how consumers perceive and engage with environmentally friendly products. Based on this, the hypothesis is established as follows:

H4: Epistemic value significantly influences tourists' attitudes towards Green OFD.

Tourist Attitudes and Interest in Purchasing Green OFD

Research (Ryantari & Giantari, 2020) found that attitudes have a positive and significant influence on the intention to purchase environmentally friendly products. Additionally, (Majid & Hariyana, 2021) also stated that attitudes influence purchase intentions, which can be applied in the context of purchasing Green OFD. Research by (Eldisthia et al., 2023) discussing factors influencing local product purchase decisions indicates that consumer attitudes influence purchase decisions. Another supporting reference is the study by (Nursakdah et al., 2021), which found that

attitudes influence consumer purchase intentions towards green products. Therefore, the hypothesis is established as follows:

H5: Tourists' attitudes significantly influence the purchase intention of Green OFD.

Based on the hypothesis development, a research model framework is offered, as presented in Figure 1.

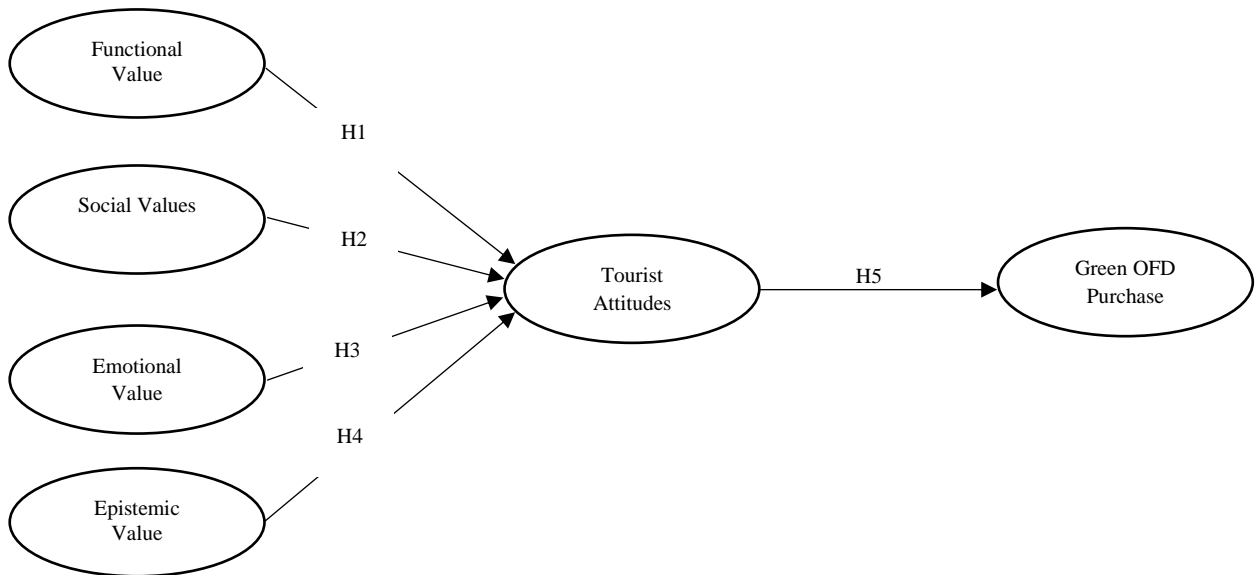


Figure 1. Research Model

C. RESEARCH METHOD

The methodology employed in this study adopts a quantitative approach using the Structural Equation Modeling-Partial Least Squares (SEM-PLS) method to test the model of the influence of tourist values (functional, social, emotional, and epistemic) on attitudes and purchase intentions towards Green Online Food Delivery (Green OFD). The research population comprises tourists who have used online food delivery services in the past two years, randomly selected through an online survey platform. Out of 139 invited respondents, 120 completed the survey, achieving a response rate of 86.3%. The measurement instruments used include the main variables: functional value, social value, emotional value, epistemic value, attitudes towards Green OFD, and intention to purchase Green OFD. The online survey was conducted during the period in March 2024. The collected data will be analyzed using SEM-PLS with the assistance of Smart PLS 3 software to test the influence of variables in the proposed model. This study has obtained approval from each respondent before completing the survey.

D. RESULTS AND ANALYSIS

Respondent Profile

In this study, the majority of respondents were aged between 14 and 29 years old (Gen Z), accounting for 96.7%, followed by respondents aged between 29 and 48 years old (Gen-Y) at 8.3%, then respondents aged between 48 and 59 years old (Gen-X) at 4.2%, and respondents aged over 59 years old (Baby Boomers) at 0.8%. Various professions are represented in this research sample: 61.7% are Students/Scholars, 18.3% work in the private sector, 9.2% are entrepreneurs, 5.8% are civil servants/military/police, while the rest are professionals, entrepreneurs, early childhood education teachers, contract workers, and freelancers, each

accounting for 0.8%. The majority of respondents (60%) have a monthly income below the Regional Minimum Wage, 25% have incomes in line with these standards, and 15% have incomes above the Regional Minimum Wage.

Measurement Model

Measurement models are employed to assess the validity and reliability of the constructs measured in this study. The main constructs utilized in this research include functional value, social value, emotional value, epistemic value, tourist attitude, and purchase intention toward green online food delivery (Green OFD), measured through several measurement indicators. Convergent validity is evaluated using factor loadings, average variance extracted (AVE), and composite reliability (CR) for each construct, as suggested (Hair et al., 2019). Table 1 presents the results of convergent validity for the measured constructs. All factor loadings for the measurement variables were found to be significant ($p < 0.05$), indicating that each measurement variable effectively represents the measured construct. The AVE values for each evaluated the threshold of 0.5, confirming that more than half of the variance in the measurement variables is explained by the measured constructs.

Additionally, the CR values for each construct exceed the threshold of 0.7, indicating adequate reliability of the measured constructs. The reliability of each construct is measured using Cronbach's alpha values. The results indicate that all Cronbach's alpha values exceed the threshold of 0.7, demonstrating good internal consistency of the measurement variables for each construct. No multicollinearity was found among the measured indicators.

Table 1. Convergent Validity Test

Constructs	Loadings
Functional Value (Cronbach $\alpha=0.740$; CR=0.850; AVE=0.655)	
Green OFD must have consistent quality	0.794
Green OFD must be produced well	0.805
Green OFD must have good standards	0.827
Social Values (Cronbach $\alpha=0.824$; CR=0.895; AVE=0.740)	
Green OFD must provide local, environmentally friendly products	0.828
Green OFD providers need to empower local communities	0.879
Green OFD providers need to carry out social or environmental programs	0.874
Emotional Value (Cronbach $\alpha=0.777$; CR=0.856; AVE=0.599)	
I have confidence in the quality of Green OFD	0.781
I did not feel any difficulty when using the Green OFD service	0.738
I feel happy when using Green OFD services	0.767
I feel I have contributed to the environment by purchasing Green OFD	0.807
Epistemic Value (Cronbach $\alpha=0.783$; CR=0.858; AVE=0.603)	
Green OFD needs to include nutritional information	0.794
Green OFD needs to include information regarding the origin of the product and the production process	0.822
Green OFD should promote product innovation	0.756
Green OFD provides product prescription information	0.730
Attitudes Towards Green OFD (Cronbach $\alpha=0.880$; CR=0.913; AVE=0.678)	
Green OFD is an environmentally friendly way of consuming	0.853
Green OFD reflects an environmentally friendly lifestyle	0.851
Green OFD reflects the image of an environmentally friendly tourist destination	0.855
I support the provision of Green OFD in tourist destinations	0.818
Green OFD needs to be present in every modern tourist destination	0.734
Green OFD Repurchase Intention (Cronbach $\alpha=0.833$; CR=0.899; AVE=0.749)	
I will buy Green OFD again when visiting tourist destinations	0.890
I will prioritize Green OFD when visiting tourist destinations	0.828
I would recommend Green OFD to my colleagues	0.878

Source: research data, 2024

Discriminant validity was evaluated by comparing the AVE value with the square of the correlation between the constructs. The results show that the AVE value for each construct is greater than the square

of the correlation between the construct and other constructs in the model, which indicates that the construct has adequate discriminant validity, as presented in Table 2.

Table 2. Discriminant Validity Test

	Attitude	Emotional Value	Epistemic Value	Functional Value	Purchase Intention	Social Values
Attitude	0.823					
Emotional Value	0.634	0.774				
Epistemic Value	0.614	0.498	0.776			
Functional Value	0.499	0.529	0.415	0.809		
Purchase Intention	0.624	0.504	0.528	0.392	0.866	
Social Values	0.569	0.540	0.595	0.451	0.473	0.860

Source: research data, 2024

The results of the analysis above indicate that our measurement model meets the threshold requirements for the validity and reliability of the measured construct.

Structural Model

The structural model is utilized to examine the causal relationships between the constructs measured in this study. In this study, we found that the constructed influence model has a model strength represented by the coefficient of determination (R^2) of 0.532 for the attitude construct and 0.385 for the intention to repurchase the Green OFD construct. This is considered moderate, according to (Hair et al., 2019). To measure the predictive strength of the model in depicting the actual phenomenon, the measurement of Q^2 is conducted, where it was found that the attitude model construct has a predictive strength of 35.4%, while for the intention construct, it is 27.9%. Path analysis is employed to test the causal relationships between constructs in the model. Table 3 and Figure 2 present the results of path analysis for each hypothesized path in the model. All tested causal paths were found to be significant ($p < 0.05$), indicating relevant relationships between constructs in the model.

In the past two years, most respondents have traveled 1-3 times (49.2%), followed by >3 times (38.3%) and only once (12.5%). In terms of the frequency of purchasing food online while traveling, the majority of respondents (47.5%) did so 1-3 times, followed by >3 times (27.5%) and only once (25%). Fast food and beverages were the top choices (80%), followed by local cuisine (45%), souvenirs (31.7%), and MSME products (30%). The average expenditure of respondents for online food purchases per transaction ranges from Rp. 100,000-500,000 (56.7%), <Rp. 100,000 (39.2%), to >Rp. 500,000 (4.2%).

Table 3. Hypothesis Testing

	Path Coefficient (β)	T-Statistics	P-Values	Decision
H1: Functional Value \rightarrow Attitude	0.129	1.198	0.231	Accepted
H2: Social Values \rightarrow Attitudes	0.149	1.192	0.233	Accepted
H3: Emotional Value \rightarrow Attitude	0.332	3.368	0.001	Accepted
H4: Epistemic Value \rightarrow Attitude	0.306	3.144	0.002	Accepted
H5: Attitude \rightarrow OFD Purchase Intention	0.624	7.605	0.000	Accepted

Source: research data, 2024

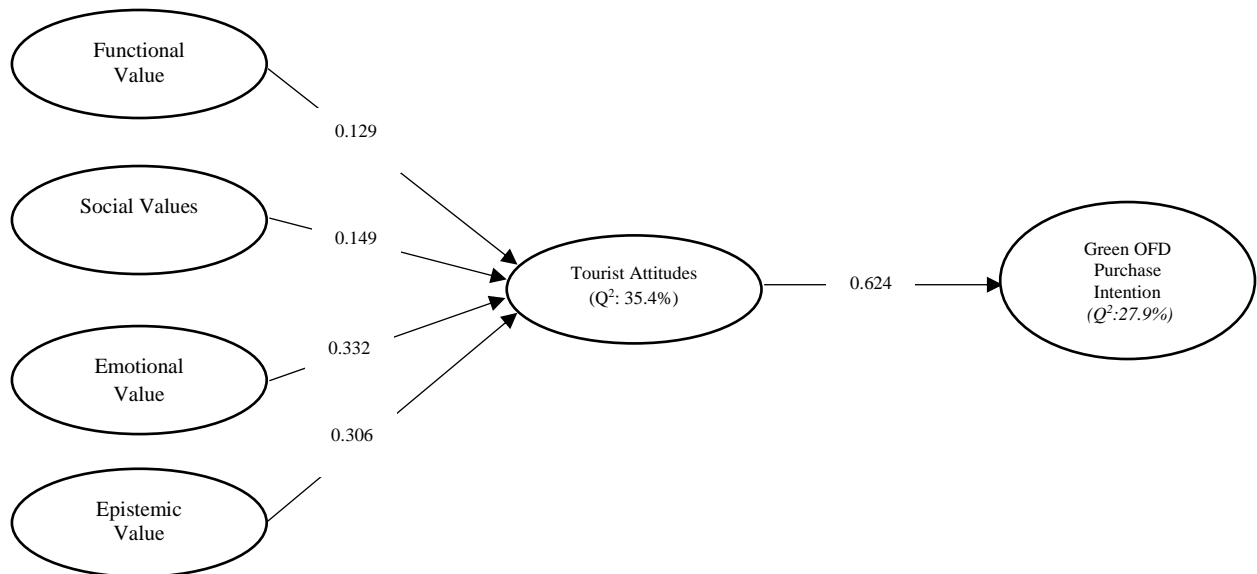


Figure 2. Research Results
Source: research data, 2024

Discussion

This research has demonstrated that tourist values can influence tourists' attitudes and intentions to purchase Green OFD at tourist destinations. Tourists at tourist destinations will have a positive attitude and purchasing intention if Green OFD products are consistently high-quality, well-produced, and have good standards. This is consistent with findings from studies (Cahyono, 2016; Wantara & Tambrin, 2021) highlighting the relationship between product quality, production processes, sustainability standards, and consumer behavior in the tourism sector. Therefore, Green OFD providers need to ensure that their products meet these criteria to enhance attractiveness and acceptance among environmentally conscious tourists.

Tourists at tourist destinations have a positive attitude and purchasing intention if they have social beliefs about the quality of Green OFD and feel they have contributed to the environment after purchasing Green OFD. This is in line with research findings (Lestari et al., 2020; Tatael et al., 2022). Green OFD service providers need to ensure that their products are not only of high quality but also provide opportunities for tourists to feel they have made a positive contribution to the environment after interacting with the product. This can enhance tourist satisfaction and loyalty, as well as support sustainability promotion efforts in the tourism sector.

Tourists at tourist destinations have a positive attitude and purchasing intention if, epistemically, Green OFD includes nutrition information, information about product origin and production processes, promotes product innovation, and provides product recipe information. Green OFD providers can enhance product attractiveness to tourists by providing relevant and engaging information that not only meets consumer information needs but also adds value in the form of inspiration and innovation, such as storytelling. This can help strengthen brand image, increase consumer trust, and encourage more positive purchasing decisions at tourist destinations.

In this study, it is known that tourist attitudes have a significant impact on interest in purchasing Green OFD at tourist destinations. The analysis indicates that environmentally friendly tourists are more inclined to purchase sustainable products or services during their visit. This finding underscores the importance of understanding tourist attitudes in developing marketing

strategies and destination management to enhance the adoption of sustainable practices in the tourism sector.

E. CONCLUSION

This study emphasizes the importance of awareness regarding the environmental impact of OFD in the context of sustainable tourism destinations. The research reveals the benefits of convenience and accessibility for consumers, as well as the significant challenges of increased food waste and single-use plastic packaging that need to be addressed. The managerial implications of these findings underscore the urgent need for action from industries, governments, and communities to reduce the environmental impact of online food delivery services. Industries should innovate in developing sustainable food packaging, such as bioplastics and biodegradable materials, and provide consumer education on the importance of ordering wisely.

This study has several limitations, one of which is its focus solely on the situation in Indonesia, thus limiting the generalizability of these findings to specific geographical contexts. Additionally, this research may not fully encompass all factors influencing consumer behavior in ordering food online. For further research, it is recommended to conduct a comparative study among different tourism destinations to understand the differences in the environmental impact of online food delivery. Furthermore, research can delve deeper into the factors influencing consumer decisions in selecting online food delivery options, as well as the effectiveness of environmental impact reduction strategies implemented by industries. Therefore, further research can provide deeper insights and more effective solutions for supporting sustainable tourism.

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