# Trust, Perceived Behavioral Control, Perceived Value and Efect Moderation of Optimism-Pessimism Level on Behavioral Intention

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## ABSTRACT

This study aims to test and analyze the effect of Trust, Perceived behavioral control and perceived value both partially and simultaneously on Behavioral Intention in Go Food inter-food application users and the moderating effect of optimism and pessimism levels. The research approach used in this research is quantitative research. The population in this study are consumers who use the Go Food food delivery application. Data was collected using the survey method by distributing questionnaires to respondents who had ordered through the Go Food food delivery application, ordered food using the Go Food food delivery application in the last 1 month and were in the Jabodetabek area. Questionnaires collected as many as 190 respondents, the data is then processed using multiple linear regression method. Results of data analysis performed with the help of SPSS tools. Based on the results of this analysis it is known that the variables Trust, perceived behavioral control and perceived value partially and simultaneously have a positive effect on Behavioral Intention in Go Food Inter-food applications. Most of the respondents felt that using the food delivery application provided added value for consumers in the form of ordering food activities to be more practical. This made respondents feel that the food delivery application provided benefits that helped activities become more effective and time efficient which strengthened their intention to use the application.

**Keywords**: Behavioral Intention, Trust, Perceived Behavioral control, Perceived value, Optimism & Pessimism Level

## INTRODUCTION

Online sales have a strong effect and allow companies to provide services to consumers, transact practically, safely and quickly and increase the effectiveness of business operations with relatively lower capital (Fatihanisya & Purnamasari, 2021; Mariam *et al.*, 2020, 2023; Ramli, 2019a). Companies take advantage of this opportunity to participate in using online applications as a medium in maintaining closer

relationships with consumers (Azhar *et al.*, 2023; Dewi & Ramli, 2023; Mariam *et al.*, 2022; Mariam & Ramli, 2021; Rahmawati & Ramli, 2024). Companies engaged in the food and beverage sector run businesses and maintain businesses amidst competitive competition with online media using food delivery applications (Agustriyani *et al.*, 2021; Ramli *et al.*, 2020; Ramli & Novariani, 2020; Sylvyani & Ramli, 2023). Online food delivery applications are able to meet consumer needs and allow them to buy a variety of foods and drinks available on the platform (Ramli, 2012, 2017; Sinurat *et al.*, 2024; Utama *et al.*, 2020). The use of food delivery applications provides benefits to consumers so that in terms of meeting their food and beverage needs they do not need to spend a lot of energy (Chandra *et al.*, 2019; Ghazmahadi *et al.*, 2020; Gunawan & Ramli, 2023; R. A. Pratama *et al.*, 2023). According to (Lidwina, 2021) and Bachtiar *et al.*, (2023), the use of food delivery applications in Indonesia has the highest percentage of 74.4% of total internet users in Indonesia. Then, Alda (2023) data shows an increase in food delivery application users from 2019-2022 by 64%.

Furthermore, according to (Annur, 2022) as many as 7 out of 10 people have more than 1 food delivery application on each individual's smartphone. This proves that consumers are used to using food delivery applications to fulfil their respective needs. Go Food is one of the food delivery applications that can have a major impact on the use of food delivery applications in Indonesia. The use of food applications is highly dependent on consumer intentions and attitudes towards applications. Research conducted by (Hamid *et al.*, 2023) examines the factors that influence consumer behavioural intentions on food delivery applications using the theory of planned behaviour (TPB), namely perceived behavioural control and trust. The perceived control behaviour factor reflects a person's ability to make decisions amid the various information and conflicts received (Mariam & Ramli, 2022; Nurcahyani *et al.*, 2023; Rumaidlany *et al.*, 2022; Yin & Lin, 2022). Behavioural control shows the ease or difficulty that consumers feel when using the application which has implications for consumer behaviour to use the application, so that the easier the application is to use, it will motivate consumers to always use the application (Mulya & Ramli, 2023; Ramli, 2020; Siaputra & Isaac, 2020; Sukarno *et al.*, 2020).

The dangerous Covid-19 pandemic situation has caused consumers to lose confidence in shopping directly so that consumers are more confident in using food delivery applications to fulfil their life needs. Previous research by (Winadi *et al.*, 2019), trust is an accumulation of consumer confidence in integrity and ability that can increase a person's willingness to use the application. Trust is built because of personal experience or other people who encourage a person's attitude to want to use the application because they believe that the provider is able to provide quality and reliable products or services ( Merhi *et al.*, 2019; Salma & Ramli, 2023; Samuel & Ramli, 2024; Steven *et al.*, 2023). Another factor that can affect behavioural intention is perceived value. According to (Eviani & Hidayat, 2021) creating superior value for customers is a top

priority for every business because it can provide satisfaction for consumers and strengthen repurchase intentions. Perceived value refers to the added value or benefits that consumers can feel at the cost they spend. Consumers always want high value from products and services that encourage positive behaviour towards products or services (Febriani *et al.*, 2023; Mariam *et al.*, 2021; Ramli, 2019b; Soraya *et al.*, 2023).

Perceived value understood by consumers is not the same, some consumers feel perceived value is felt when prices are low but for other visitors perceived value is felt when there is a balance between service quality and price (Chotimah & Wahyudi, 2019; Mulyadi *et al.*, 2020; Novianti & Ramli, 2023; M. P. Pratama *et al.*, 2023). Consumers have high expectations for a product or service to be consumed on consumer behaviour which is also influenced by a person's optimism and pessimism in using the application (Nurdiansyah *et al.*, 2020; Ramli, 2017; Supiati *et al.*, 2021; Sylvia & Ramli, 2023; Yunus *et al.*, 2023). Optimism and pessimism are two opposite things. Optimism indicates positive expectations for products and services while pessimism indicates negative consumer expectations (Amalia *et al.*, 2024; Kalim *et al.*, 2024; Megawaty *et al.*, 2024; Tongar *et al.*, 2022). Optimism is formed from positive information built on personal experience or the experience of others when consuming a product or service which reflects pleasant expectations, while pessimism reflects consumer beliefs that with the consumption of a product or service bad results will occur (Kadir & Ramli, 2024; Kurniawati *et al.*, 2024; Maharani & Ramli, 2024; Sabiq & Miftahuddin, 2018).

Research conducted by (Imran, Arvian, *et al.*, 2020; Mariam & Ramli, 2023; Syifa & Ratnasari, 2020; Sylvia & Ramli, 2023) in their research states that there is a positive effect of trust on behavioural intention. Then research conducted also states that trust has a significant effect on behavioural intention (Meidiyanty *et al.*, 2023; Merhi *et al.*, 2019; Rinaldi & Ramli, 2023; Rizky *et al.*, 2023). However, research conducted that trust has no effect on the behavioural intention of application users (Diatmono *et al.*, 2020; Khasanah *et al.*, 2021; Yunus *et al.*, 2023). There are still conflicting results from previous research so that this discussion deserves further study. In this study, researchers used the theory of Planned Behavior which focuses on the variables of trust, perceived behavioral control, perceived value, behavioral intention and optimism & pessimism level. The purpose of this study is to determine trust, perceived behavioral control and perceived value on behavioral intention as well as the moderating effect of optimism & pessimism level on trust and perceived value on behavioral intention of Go food delivery application users.

Tanwir & Hamzah, (2020) define consumer attitudes as referring to the actions of consumers exploring and consuming products and services in order to fulfil needs and decision makers and the factors considered for these activities. Researchers use the theory of planned behaviour (TPB) to assess consumer behaviour through behavioural control. According to Yadav *et al.*, (2019), Theory planned of behavior is the best theory that

deserves to be used to explain human environmental behaviour which consists of three main factors, namely attitudes, subjective norms and perceived self-control. Theory of planned behavior is a theory designed to explain human behaviour in a certain context as an implementation of a person's response to behave after an interest arises in him (Fauzi *et al.*, 2022; Samuel & Ramli, 2024; Situmorang *et al.*, 2023). Meanwhile, the behaviour of building a person's buying interest in a product which is primarily driven by his attitude towards the product (Harahap & Ramli, 2023; Peña-García *et al.*, 2020; Sari & Ramli, 2023).

According to (Butarbutar *et al.*, 2022) behavioural intention is a driving factor for someone to carry out a certain behaviour supported by a strong effort to achieve this behaviour. According to (Pertiwi & Sharif, 2019), it means that interest is not yet a behaviour but rather leads to a person's desire to perform a behaviour. Interest in using is a sense of interest in something that is reinforced by an inner desire to use. The higher a person's interest, the higher the interest in using the product (Imran, Mariam, *et al.*, 2020; Lusyana & Wiastuti, 2022; Sari & Ramli, 2023). According to Andrean & Fitria (2020) interest is a will and desire that has not yet been applied into an action. According to Safari *et al.* (2022) behavioural interest can be measured through 4 dimensions, namely: motivation to use, often use, predict to use and plan to use.

According to Hapsari & Wamika (2021) is a person's belief in a product or service related to the safety and benefits of using the application for consumers. According to Meida & Trifiyanto (2022) trust is a collection of insights that consumers know about an object, attributes, benefits and perceived value. Syifa & Ratnasari (2020) define trust as consumer confidence in service providers being able to provide products and services that meet consumer expectations and are reliable. Merhi *et al.* (2019) define trust as a consumer's reason to believe an action is consistent with positive assumptions about the ability and integrity of a product or service.

According to Perdana *et al.* (2018) Control of belief is the ability of a person who feels able to determine a behaviour that must be carried out amid the many opposing factors that exist to carry out this behaviour. according to Rahmafitria *et al.* (2021) perceived behavioural control is a person's belief to apply something that is faced with the ease or difficulty that will be accepted to apply this behaviour to himself. According to Ariffin *et al.* (2021) perceived behavioural control is a form of evaluation of a person who considers the potential obstacles that will be faced, where a person is faced with restraint or struggle to perform behaviour.

According to Yılmaz *et al.* (2022) defines perceived value as consumer perceptions of the value of consuming a product regarding the benefits that will be received at the expense of the costs incurred. Chotimah & Dian Wahyudi (2019) define perceived value as a consumer assessment of products and services that form satisfaction which will then increase the commitment of these consumers. According to Sari & Triyaningsih (2015) perceived value is a consumer evaluation of a product with the consideration that the product performance is worth the costs incurred.

**The relationship between trust and behavioural intention.** Research by Suseno *et al.* (2021) states that trust has a positive effect on increasing behavioural intention to use the Gojek service Gopay application. Meida & Trifyanto (2022) also concluded the results of research where there is an influence of trust on behavioural intention to use the application. Then Utami & Rahayu's research (2022) supports previous research, where the results of their research state that consumer trust factors affect behavioural intention in making a transaction. H1. Trust affects behavioural intention in users of the Go Food food delivery application.

**Relationship between Perceived Behavioural Control and Behavioural Intention**. According to Sundari & Dewi (2021) in their research revealed that perceived behavioural control affects the behavioural intention of Netflix users in Indonesia. According to Budiman & Andriani (2021) where the results of their research found that perceived behavioural control has a significant impact on behavioural intention. According to Siaputra & Isaac (2020) in their research, perceived behavioral control has an effect on behavioral intention. H2. Perceived Behavioural Control affects behavioural intention in users of the Go Food food delivery application.

**The relationship between Perceived Value and Behavioural Intention.** Chotimah & Dian Wahyudi's research (2019) perceived value affects behavioural intention. According to Yılmaz *et al.* (2022) in their research results also found a positive effect of perceived value on the intention to use the application. Furthermore, research conducted by Adelia (2019) where her research reveals perceived value encourages the increase in behavioural intention factors. H3. Perceived value has a positive effect on behavioural intention in users of the Go Food food delivery application.

**The relationship between Trust and Behavioural Intention is moderated by Optimism & Pessimism Levels.** Minarto *et al.* (2021) shows that consumer trust is the most dominant factor influencing a person's behaviour in activities using an application. In accordance with Suseno *et al.* (2021) also supports the results of his research where trust has an impact on strengthening behavioural intention. Increasing one's trust in an application tends to strengthen one's willingness to use the application. according to Yılmaz *et al.* (2022) optimism increases a person's trust in the application while pessimism reduces a person's level of trust in using the application. H4a. Optimism significantly moderates the relationship between Trust and behavioural intention in users of the Go Food food delivery application. H4b. Pessimism significantly moderates the relationship between Trust and behavioural intention in users of the Go Food delivery application.

**The relationship between Perceived Value and Behavioural Intention is moderated by Optimism & Pessimism Levels.** Sari & Triyaningsih's research (2015) revealed that perceived value affects behavioural intention. Optimism will increase consumer attitudes towards unexpected events when using food delivery applications, while pessimism will increase the prejudice that can occur due to application

use. The tendency of positive and negative expectations felt by individuals depends on the adaptation of problems found while using the application. A person's optimism about getting the value of benefits strengthens his intention to use the application and conversely a person's pessimism about using the application will reduce the intention to use the application (Yılmaz *et al*., 2022). H5a. optimism significantly moderates the relationship between Perceived Value and behavioural intention in users of the Go Food delivery application. H5b. Pessimism significantly moderates the relationship between Perceived Value and behavioural intention in users of the Go Food delivery application.

## METHOD

This research is quantitative research with a causal associative approach. In this study, the independent variables are trust, perceived behavioural control, perceived value and the dependent variable is Behavioural Intention and the moderating variable is optimism-pessimism level. The research data collection used Google Forms to send questionnaires to participants via email and other social media platforms (Instagram, WhatsApp). Measurement of respondents' answers using a Likert scale of one to five. The Likert scale is a tool for measuring a person's behaviour, opinions and perceptions related to the social phenomenon under study (Sugiyono, 2019). This study uses a five-level Likert scale, namely one to five variations of answers. Measurement of behavioral intention variables using the Behavioral Intention dimension using the dimensions of Muliadi & Japarianto (2021) suggests that there are four dimensions to measure behavior intentions, namely: motivation to use, repeat to use, recommend to others, positive remark. Measurement of consumer trust using Pratama & Siagian's research (2022) there are three dimensions used in forming a consumer trust, namely: Integrity, Ability and Benevolence. Measurement of perceived behavioural control using the dimensions of Siaputra & Isaac (2020) which consists of 3 dimensions, namely (1) Control over purchasing decisions is fully in the hands of consumers. (2) Consumers have enough funds to buy the desired product. (3) Consumers have time to buy the desired product.

Measurement of perceived value using the dimensions according to Yılmaz *et al*. (2022) there are 4 dimensions, namely emotional value, social value, functional value and monetary value. Furthermore, the measurement of optimism & pessimism levels is measured using a scale according to Yılmaz *et al*. (2022) 2 dimensions, namely optimistic and pessimistic. The research population is consumers who use the Go Food food delivery application. Determination of the total research sample is in accordance with the theory of Hair *et al*. (2018) where the number of samples is determined by a range of 5-10 times the total indicators / questionnaire items. The indicators in the study were 33 indicators, so the number of samples was determined as many as 190 respondents. The sample selection technique uses purposive sampling, namely the researcher makes his own considerations for selecting respondents using criteria. The criteria are as follows: at least 17 years of age, users of the

Go Food food delivery application, using the Go Food food delivery application in the last 1 month, and respondents live in the Jabodetabek area.

This study uses an instrument in the form of a questionnaire, so a tool is needed to test the feasibility of the questionnaire. Validity testing with the person product moment correlation technique where the decision requirements are valid if the value of r count> r table (Sekaran & Bougie, 2020). Reliability testing looks at the Cronbach Alpha value with the condition that the decision is said to be reliable if the Cronbach Alpha value ≥ 0.6 (Sekaran & Bougie, 2020). Then, researchers conducted an assumption test as a condition of multiple regression analysis. Assumption tests are carried out by testing normality, multicollinearity, and heteroscedasticity tests (Sekaran & Bougie, 2020). Hypothesis testing includes the F test and t test. Testing the simultaneous effect using the F test where if the significance value <0.05 it is stated that there is a simultaneous effect. Furthermore, the t test is carried out to test the effect partially, if the significant value is <0.05 then there is an influence (Ghozali, 2021). Then test the moderation effect to determine the moderation effect to strengthen or weaken the influence between the moderated variables. Testing the coefficient of determination (R2) shows the ability of the independent variable to predict the independent variable (Ghozali, 2021).

## RESULTS AND DISCUSSION
### Respondent Profile

Research respondents are users of the Go Food food delivery application in the Greater Jakarta area. Researchers collected respondents' answers received from the results of distributing questionnaires (google form) with a total of 190 respondents who helped fill out the questionnaire. The demographics of respondents based on the data received are as follows: 86 people were found to be male (45.3%) and 104 respondents were female (54.7%) with the most dominant age range of respondents being 23-28 years old as many as 102 people (53.7%). This means that in the age range of 23-28 years is generation Z who is very fond of technology and familiar with the use of online applications. Furthermore, the most dominant respondent's profession is as a student with 61 people (32.1%) and employee with 55 people (28.9%).

### Regression Model Equation Analysis

The t test results obtained a constant value of 8,302, this can be interpreted if the Trust, Perceived Behavioural Control and Perceived Value variables are considered to be zero (0), then the Behavioural Intention to Use the Go Food food delivery application is worth 8,302. The Trust variable, β value (0.222) means that a 1 unit increase in Trust will increase Behavioural Intention by (0.222). Perceived Behavioural Control variable, β value (0.675), means that an increase in Perceived Behavioural Control of 1 unit will increase Behavioral Intention by (0.675). Perceived Value variable, β value (0.554), means that an increase

in Perceived Value of 1 unit will increase Behavioural Intention by (0.554).

$$Y = 8.302 + 0.222X1 + 0.675X2 + 0.554X3$$

**Table 1 Multiple Regression Analysis Result**

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 8.302 | 2.066 | | 4.019 | .000 |
| | Trust | .222 | .082 | .169 | 2.691 | .008 |
| | Perceived Behavioral Control | .675 | .119 | .405 | 5.693 | .000 |
| | Perceived Value | .554 | .137 | .267 | 4.051 | .000 |

**Table 2 Regression Model With Trust Moderation**

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 24.480 | 16.571 | | 1.477 | .141 |
| | Trust | -.124 | .702 | -.094 | -.176 | .860 |
| | Optimism Level | -1.565 | .706 | -.772 | -2.217 | .028 |
| | Pessimism Level | 2.238 | .527 | 1.381 | 4.249 | .000 |
| | Trust*Optimism | .092 | .031 | 2.063 | 2.993 | .003 |
| | Trust*Pessimism | -.088 | .022 | -1.905 | -4.017 | .000 |
| a. Dependent Variable: Behavioral Intention | | | | | | |

The t test results obtained by the moderation variable Optimism on the effect of Trust on Behavioral Intention with a significance value of 0.003 and a β value (0.092), it can be interpreted that the Optimism variable is able to moderate the effect of Trust on Behavioral Intention. The β value (0.092) shows that the Optimism variable strengthens the effect of Trust on Behavioural Intention. The results of the moderation variable Pessimism with a significance value of 0.000 and a value of β (-0.088), it can be interpreted that the Pessimism variable is able to moderate the effect of Trust on Behavioural Intention. The β value (-0.088) indicates that the Pessimism variable weakens the effect of Trust on Behavioural Intention.

**Table 3 Regression Model with Perceived Value Moderation**

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 13.002 | 15.744 | | .826 | .410 |
| | Perceived Value | .523 | .934 | .252 | .560 | .576 |
| | Optimism Level | -1.428 | .663 | -.705 | -2.154 | .033 |
| | Pessimism Level | 2.643 | .463 | 1.631 | 5.712 | .000 |
| | Perceived Value*Optimism | .124 | .040 | 1.794 | 3.096 | .002 |
| | Perceived Value*Pessimism | -.152 | .027 | -2.243 | -5.694 | .000 |
| a. Dependent Variable: Behavioral Intention | | | | | | |

The results of the Optimism moderation t test on the effect of Perceived Value on Behavioral Intention with a significance value of 0.002 and a β value (0.124), it can be interpreted that the Optimism variable is able to moderate the effect of Perceived Value on Behavioral Intention. The β value (0.124) shows that the Optimism variable strengthens the effect of

Perceived Value on Behavioural Intention. The results of the moderation variable Pessimism with a significance value of 0.000 and a value of β (-0.152), it can be interpreted that the Pessimism variable is able to moderate the effect of Perceived Value on Behavioural Intention. The β value ((-0.152) indicates that the Pessimism variable weakens the effect of Perceived Value on Behavioural Intention.

Table 4. Research Model Test

| Hypothesis | Statement Hypothesis | Sig Value | Beta Value | Description | Conclusion |
|---|---|---|---|---|---|
| H1 | Trust has a positive effect on Behavioural Intention | 0.008 | 0.222 | Data Supports Hypothesis | H1 Accepted |
| H2 | *Perceived Behavioral Control* has a positive effect on *Behavioral Intention* | 0.000 | 0.675 | Data Supports Hypothesis | H2 Accepted |
| H3 | *Perceived Value* has a positive effect on *Behavioral Intention* | 0.000 | 0.554 | Data Supports Hypothesis | H3 Accepted |
| H4a | Optimism significantly moderates the relationship between Trust and behavioural intention | 0.003 | 0.092 | Data Supports Hypothesis | H4a Accepted |
| H4b | Pessimism significantly moderates the relationship between Trust and behavioural intention | 0.000 | -0.088 | Data Supports Hypothesis | H4b Accepted |
| H5a | Optimism significantly moderates the relationship between Perceived Value and behavioural intention | 0.002 | 0.124 | Data Supports Hypothesis | H5a Accepted |
| H5b | *Pessimism significantly moderates the relationship between Perceived Value and behavioural intention.* | 0.000 | -0.152 | Data Supports Hypothesis | H5b Accepted |

This study produces findings, namely Trust, Perceived Behavioral Control and Perceived Value simultaneously and partially have an influence on Behavioral Intention on the Use of the Go Food Delivery Application. this shows that consumer confidence will motivate someone to want to use the application, the better the benefits of the application accompanied by positive behavioural control of the application will

increase the intention to use the Go Food Delivery Application. Respondents, who are mostly students aged 23-28 years, are generation Z who are very fond of technology and are accustomed to using the latest applications such as the Go Food food delivery application. In addition, respondents feel that ordering food through the food delivery application can save time and energy so that they can still do other activities. The Go Food Delivery application makes food ordering activities more practical, then the guarantee of the food ordered encourages consumer intention to use the application. This research is supported by the results of research by Suseno *et al*. (2021) and Meida & Trifyanto (2022) which state that Trust affects Behavioural Intention in using the application.

The results of further research, from the results of the study, it is known that Perceived Behavioural Control has the greatest influence on Behavioural Intention with a value of 0.675, this is because respondents feel able to use the food delivery application and have sufficient funds. There is a positive assessment of respondents that using the application can help respondents' work in terms of ordering food to be more practical and faster. These results are in line with research conducted by Sundari & Dewi (2021) and Budiman & Andriani (2021) where both of these studies also found that Perceived Behavioural Control affects Behavioural Intention. Perceived Value has a positive effect on Behavioural Intention, this means that the many benefits provided by the application can increase the intention to use the application. Consumers feel interested in using food delivery applications based on the added value that will be received by using the application. Various payment facilities, safe packaging and ordering food can be done easily without requiring special skills so that consumers can choose the food they want. This is identical to the characteristics of generation Z who likes applications that make work easier, practicality and speed in the transaction process on online sites. This research is in line with the research of Chotimah & Dian Wahyudi (2019) and Yılmaz *et al*. (2022) which states that Perceived Value has a positive and significant effect on Behavioural Intention.

The results of further research, the moderating effect of Optimism and Pessimism on the influence of Trust and Perceived Value variables on Behavioural intention. The results show that the Optimism and Pessimism levels can moderate the effect of Trust on Behavioural Intention. this is because a person's optimistic attitude strengthens his belief that using the application makes food purchasing activities more practical and does not need to spend a lot of energy, then an optimistic attitude also increases confidence in the expectation that the food ordered will match expectations. One's optimism also increases one's assessment of the use of applications for time efficiency and convenience that can be felt. But on the contrary, one's pessimism weakens one's confidence in the use of food delivery applications. Pessimistic behaviour makes a person indecisive, worried and afraid that using the application can pose a negative risk to him in the form of food safety guarantees, worrying about delays between meals so that the taste of food is not the same. These results are in line with research conducted by Yılmaz *et al*. (2022) which

states the moderating effect of Optimism and Pessimism on the effect of Trust and Perceived Value on Behavioural Intention.

## CONCLUSION

Based on the results of research on the direct effect of Trust on Behavioural Intention, it shows a significant positive effect. This study found that Trust has the smallest influence on behavioural intention of 0.222. Most respondents believe that the Go food delivery application provides guarantees on food safety and is easy to submit complaints when facing problems in food ordering transactions or when food is delivered, this increases consumer confidence to use the application. The biggest influence in this study is on the Perceived behavioural control variable, this is because some consumers feel that the Go Food Inter Food application is easy to use and consumers have sufficient funds to pay the price offered by the inter-food application. based on the direct effect of perceived value on behavioral intention, it shows that there is a direct effect of perceived value on behavioural intention.

Furthermore, researchers found the moderating effect of the Pessimism variable weakened the effect of Trust and Perceived Value on Behavioural Intention. A person's pessimistic behaviour makes him doubt and worry about using the application can provide negative risks that must be borne such as food safety and food delivery delays so that these doubts reduce the level of confidence and added value that the application provides to consumers. The Go Food Delivery application is equipped with various interesting features that are easy to understand and there is help on how to use the application so that users can quickly master the use of the application. The higher a person's level of trust and positive behaviour in using the application with the various benefits offered will increase a person's intention to use the application.

Suggestions for further research are expected to develop research by adding other variables such as attitude, subjective norm and customer experience. In addition, there are limited respondents, further researchers can add the number of respondents so that the results are more accurate.

There are still limitations in this study, the first is that the research only analyses one object, namely the Go Food Delivery Application so that it cannot represent different objects. The study used limited independent variables, namely Trust, Perceived Behavioural Control, Perceived value, behavioural intention and moderating variable Optimism-Pessimism Level.

This research has important managerial implications for optimising behavioural intention in using the Go Food Delivery application, including for the main variable, the Trust variable because it has the lowest influence on behavioural intention, therefore the Traveloka application can continue to improve its payment methods such as the addition of the QRIS method which only scans barcodes for payment so that order payments are safer and more practical. Furthermore, companies need to improve their service quality by responding to

consumer complaints and providing media testimonials of consumer satisfaction in using the application.

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