

# The Influence of Emotional Value and Value for Money on Repurchase Intention of Gofood Users in The Distric Tanjung Morawa

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**Abstarct** - This research aims to examine the influence of emotional value and value for money on repurchase intention among Gofood users in Tanjung Morawa sub-district. This research uses a quantitative type of research, which is tested using the SPSS statistics 23 program. The population in this research is people in Tanjung Morawa sub-district who have made transactions on Gofood 2 or more times and the total population is 227,396 people in Tanjung Morawa sub-district. This research method uses a quantitative method, the research method is one way obtain and seek tentative truth, not absolute truth. Based on the answer obtained from 100 people who use GoFood more than 2 order in tanjung morawa sub district for each statement in the variabel X<sub>2</sub> (value for money) which has been tested by researchers in the multiple linear regression test, the partial results (t-test) obtained that value for money has a t-count value of  $0.000 < 0.1$ .

**Keyword:** Emotional Value, GoFood, Repurchase Intention, Value For Money

## 1. INTRODUCTION

Technology that is increasingly developing in this era is leading society towards a more digital era. This digital era has encouraged several company sectors to innovate to create services that can make life easier for people in their daily lives. Technological progress has had a major impact on humans, including information and communication network technology or the internet. This can be seen by business people as an opportunity for them to be able to use internet network technology as a medium to clarify and simplify marketing networks which aim to attract consumers as stated[1].

One of the pioneers who created innovations that provide services that make things easier for people is online delivery services, like motorbike taxis. Various types of food delivery have emerged with attractive offers for the public, such as discounts, free shipping or cashback. So, people are interested in using this food delivery service, even after the first use, consumers feel satisfied, so it is very likely that consumers will make repeat purchases (omegasoft.co.id).

Currently, we have entered an era where everything is technology-based. Technological progress has a very important role in life, namely because it has many benefits that can be felt, such as helping to improve the economy[2]. The internet is really needed amidst rapid population growth. With the internet network, it makes communication, education, transportation, etc. easier. Currently, Indonesia is a country undergoing transformation, namely in terms of transportation. It can be seen from the emergence of various types of online-based transportation, one of which is Gojek. Online

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Received: 25 October 2024

Reviewed: 15 November 2024

Accepted: 28 December 2024

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transportation services are growing very quickly in Indonesia because they are easy and fast to use, especially in terms of communication services for ordering. Not only is the transportation offered, but the Food Delivery application has quite high popularity in various cities in Indonesia. As reported by *idntimes.com*, the emergence of application-based food delivery services can shift consumer behavior, including buying and selling food. Gojek offers GoFood, which is a Food Delivery service in Indonesia.

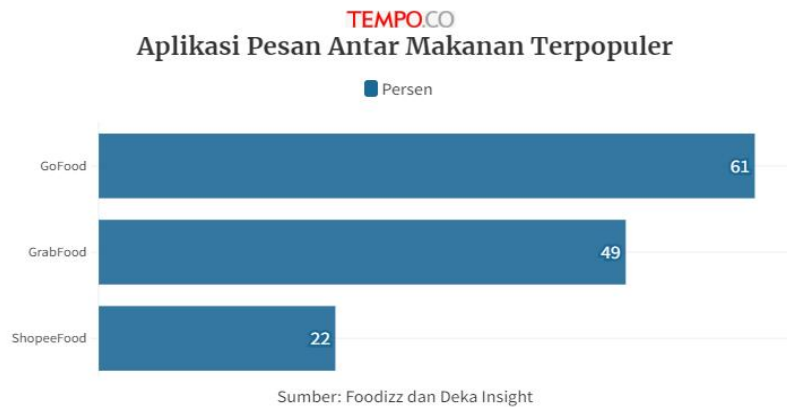


Figure 1. Interest in Online Food Service Users in Indonesia (2024)

Source: Tempo.co

According to research results from Foodizz and Deka Insight, GoFood tops the list of most used food delivery services in Indonesia. Of the 748 respondents involved in the research, 61% of them used GoFood. Then there are 49% who use GrabFood, and 22% ShopeeFood.

Table 1. Pre-Survey Result (2023)

No	Statement	Agree	Disagree
1	I feel happy when I buy food and drinks through the GoFood application	4	4
2	When buying food from GoFood, I feel that I have not lost money by spending money on the GoFood application.	3	5
3	I use the GoFood application to make me buy again through GoFood	3	5

Source: Pre-Survey Data Processing Results

From table 1. 1 many statements are not agreed by respondents and there are also some that have the same value given by the respondents. This is in the background with consumers feeling a loss spending money to use the Gojek application GoFood service, because they feel buying food through Gofood is subject to high shipping costs. after using the Gojek application GoFood service they do not necessarily buy back from the service because the costs are higher than competitors.

## 2. THEORETICAL REVIEW

### 2.1 Repurchase Intention

Definition of repurchase intention is the tendency of consumers in repurchase behavior (repurchase intention) of a company's products and services in the future. When consumers make a repurchase, it shows that the product has met their expectations and they are ready to use the product again in greater quantities. [3]also stated that in repurchase intention, consumers try to predict how good the next service transaction will

be. Repurchase decisions are an interest in making purchases based on past transaction experiences because customers are satisfied with the products offered by business actors.

The tendency to make a purchase can be observed before the realization of purchasing behavior among customers. [4]indications of the desire to make repeat purchases can be identified through the following factors:

- a. Transactional interest: indicates an individual's tendency to acquire a product.
- b. Referential interest: reflects an individual's tendency to seek recommendations from others.
- c. Preferential interest: indicates a preference that characterizes the behavior of a person who has a primary preference for a particular product. This preference can only change under certain circumstances that affect the product chosen.
- d. Exploratory interest: This interest describes the behavior of a person who consistently seeks information about a product that they find interesting.

In my opinion, repurchase intention is something that needs to be considered in products or services that users are interested in repurchasing.

## 2.2 Emotional Value

Emotional Value is a value that comes from the emotions and affective responses of consumers after they obtain a product. Through the touch of emotional value, marketers believe that what is offered will provide a special feeling for the consumer. [5]Emotional Value is defined as a utility that comes from the effectiveness or feelings of consumers towards a product. [6] Emotional Value comes from the product's capacity to arouse consumer feelings or affective states of consumers with the intention of fulfilling psychology which is one of the most important factors in influencing consumer preferences. If consumers feel Emotional Value towards a brand. They will really enjoy using products from that brand.

Emotional Value has the following indicators:

- a. The product provides a feeling of pleasure when used. A feeling of pleasure when wearing or using the product.
- b. The product provides a feeling of calm when used. A feeling of calm when wearing or using the product.
- c. The product provides a feeling of satisfaction. A feeling of satisfaction obtained after wearing or using the product.
- d. The product makes respondents want to buy the product. The product makes people interested in buying the product.

In my opinion, emotional value is the satisfaction obtained by users of products or services and emotional value also influences users to be loyal to the products or services offered.

## 2.3 Value For Money

Value for money is a comparison between the results desired by consumers after obtaining a product with the economic value sacrificed to obtain the product or service[7]. Value for money is also referred to as the relationship between costs and product quality received by consumers. [8]states that value for money is all the benefits received by consumers compared to the sacrifices made by consumers to obtain the product. Based on these explanations, it can be concluded that value for money is a comparison between the benefits received by consumers compared to their costs[9]. Value for money has indicators, namely:

- a. The product has a reasonable price. Products that have a reasonable price to buy.

- b. The product offers value for money. The product makes consumers not feel at a loss when buying the product.
- c. The product is of good value at the set price. The product is in accordance with the price set for the product.
- d. The product has economic value. The product has an inexpensive price

In my opinion, value for money is when the price of the product or service offered is in accordance with what the consumer receives and does not make the consumer feel like they are losing out when buying the product or service.

## 2.4 Conceptual Framework

Based on the description of the theoretical review, the conceptual framework of the research on the influence of Emotional Value and Value for Money on Repurchase Intention of Gofood users in Tanjung Morawa District is as follows:

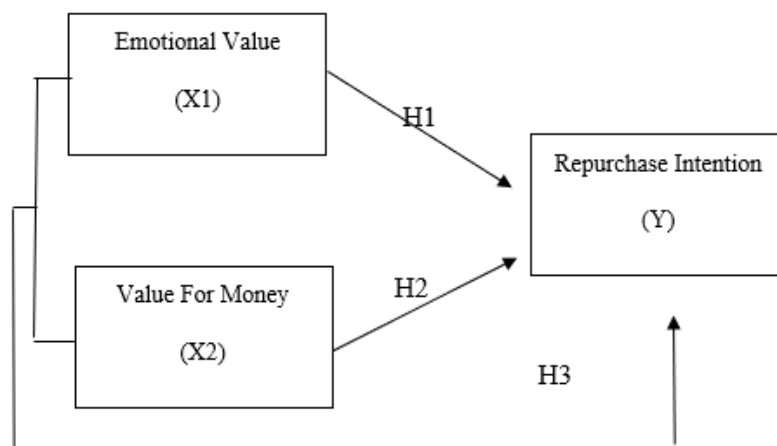


Figure 2. Conceptual Framework

## 3. RESEARCH METHODS

The variables used in this research include independent and dependent variables. The independent variables consist of emotional value, value for money, and the dependent variable is re-purchase intention. The population in this study are people in Tanjung Morawa sub-district who have made transactions using Gofood twice. In this study, the population is all people in Tanjung Morawa sub-district who are at least 17 years old. The total population of the people in Tanjung Morawa subdistrict for the period 2023 is around 227,396 people. The technique used is purposive sampling technique, namely a sampling technique used to determine samples with certain considerations according to the criteria. The criteria used are people in Tanjung Morawa sub-district who have made purchases at Gofood at least twice, students aged 17 years and over and domiciled in Tanjung Morawa sub-district.

After calculating the number of samples according to the specified criteria, 100 samples were obtained. Quantitative data is used in research methods. Primary data is used in this research. The data collection methods used were observation, literature study, and distributing questionnaires, using a Likert scale. The analysis tool used is SPSS ver 23. To measure the sample size to be studied as follows:

$$n = \frac{227.396}{1 + 227.396 (0,1)^2}$$

$$n = \frac{227.396}{2.274,96} = 100$$

## 4. RESULT AND DISCUSSION

### 4.1 RESULT

This validity test will be carried out on people in Tanjung Morawa sub-district who have used the Gofood application more than once with a total of 30 respondents outside the research sample, but using the same criteria.

Table 2. Validity Test

Variable	Items	r <sub>value</sub>	r <sub>table</sub>	Result
Emotional Value (X <sub>1</sub> )	X1.1	0,829	0,306	Valid
	X1.2	0,515	0,306	Valid
	X1.3	0,533	0,306	Valid
	X1.4	0,646	0,306	Valid
	X1.5	0,714	0,306	Valid
	X1.6	0,435	0,306	Valid
	X1.7	0,376	0,306	Valid
	X1.8	0,628	0,306	Valid
Value For Money (X <sub>2</sub> )	X2.1	0,698	0,306	Valid
	X2.2	0,545	0,306	Valid
	X2.3	0,402	0,306	Valid
	X2.4	0,519	0,306	Valid
	X2.5	0,628	0,306	Valid
	X2.6	0,542	0,306	Valid
	X2.7	0,740	0,306	Valid
	X2.8	0,743	0,306	Valid
Repurchase Intention (Y)	Y1	0,672	0,306	Valid
	Y2	0,675	0,306	Valid
	Y3	0,675	0,306	Valid
	Y4	0,709	0,306	Valid
	Y5	0,500	0,306	Valid
	Y6	0,486	0,306	Valid
	Y7	0,436	0,306	Valid
	Y8	0,461	0,306	Valid

Source: Processed Data (2024)

Based on the results of the validity test presented in the tables above, it can be seen that all statement items have a calculated r value > r table (0.306), so it can be concluded that all statement items are valid and suitable for use as instruments in this study.

Table 3. Reliability Test

Variable	Cronbach's alpha	Reliability Terms Value	Result
Emotional Value (X <sub>1</sub> )	0,706	0,60	Reliable
Value For Money (X <sub>2</sub> )	0,748	0,60	Reliable
Repurchase Intention (Y)	0,702	0,60	Reliable

Source: Processed Data (2024)

Based on the table above, it can be concluded that the variables X1 (Emotional Value), X2 (Value For Money) and Y (Repurchase Intention) are declared reliable because the

Cronbach's alpha value is  $> 0.60$ . So it can be concluded that each statement in the questionnaire is feasible and reliable to be used as an instrument in this study.

Table 4. Regression Test  
Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2.380	1.742		1.366	.175
Emotional Value	.499	.072	.476	6.915	.000
Value For Money	.421	.061	.475	6.892	.000

a. Dependent Variable: Repurchase Intention

Source: Processed Data (2024)

Based on the results of the multiple linear regression test equation above can be explained as follows:

- The coefficient value of B Variable X1 (Emotional Value) is 0.499. Namely, every increase in variable X1 (Emotional Value) will increase variable Y (Repurchase Intention) by 0.499.
- The coefficient value of B Variable X2 (Value ForMoney) is 0.421. Namely, every increase in variable X2 (Value ForMoney) will increase variable Y (Repurchase Intention) by 0.421.

Table 5. Parsial Test  
Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	2.380	1.742		1.366	.175		
Emotional Value	.499	.072	.476	6.915	.000	.492	2.032
Value For Money	.421	.061	.475	6.892	.000	.492	2.032

a. Dependent Variable: Repurchase Intention

Source: Processed Data (2024)

Based on the table above, the results of t count and significance of each variable can also be seen, to state that the independent variable affects the dependent variable when the significance is  $< 0.1$  and  $t \text{ count} > t \text{ table}$  ( $t \text{ count calculation, } dk = n - k = 100 - 2 = 98$ , then  $t \text{ table}$  is 1.290). It can be concluded as follows:

- Variable X1 (Emotional Value) shows a t count of  $6.915 > t \text{ table}$  of 1.290 and a significance value of  $0.000 < 0.1$ . So H1 is accepted, namely variable X1 (Emotional Value) has a positive and significant effect on variable Y (Repurchase Intention).
- Variable X2 (Value For Money) shows a t count of  $6.892 > t \text{ table}$  of 1.290 and a significance value of  $0.000 < 0.1$ . So H2 is accepted, namely that variable X2 (Value For Money) has a positive and significant effect on variable Y (Repurchase Intention).

Table 6. Simultan Test  
ANOVA<sup>a</sup>

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	920.657	2	460.329	165.910	.000 <sup>b</sup>
Residual	269.133	97	2.775		

Total	1189.790	99		
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a. Dependent Variable: Repurchase Intention

b. Predictors: (Constant), Value For Money, Emotional Value

Source: Processed Data (2024)

Based on the table above, it can be seen that the f count result is 165.910, while the ft table calculation ( $dk = n - k = 100 - 2 = 98$ , then the ft table is 2.36, then the f count > ft table and the significance value is  $0.000 < 0.1$ . So H3 is accepted, namely variables X1 (Emotional Value) and X2 (Value For Money) together have a positive and significant effect on variable Y (Repurchase Intention).

Table 7. Coefficient Test  
Model Summary<sup>b</sup>

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.880 <sup>a</sup>	.774	.769	1.66570

a. Predictors: (Constant), Value For Money, Emotional Value

b. Dependent Variable: Repurchase Intention

Source: Processed Data (2024)

Based on the table above, it can be seen that the Adjusted R Square value is 0.769, the Adjusted R Square value is used as a determinant of how well the Y variable (Repurchase Intention) can be explained through the variables X1 (Emotional Value) and X2 (Value ForMoney). This shows that the variation of Repurchase Intention of 76.9% is caused by each variable, namely Emotional Value and Value ForMoney, while other variables not included in this study that affect Repurchase Intention are 23.1%.

## 4.2 DISCUSSION

### 4.2.1 The Influence of Emotional Value on Repurchase Intention

Emotional Value is a value that originates from consumers' emotions and affective responses after they obtain a product. By touching emotional value, marketers believe that what is being offered will provide a special feeling for consumers. Emotional Value is defined as a utility that comes from effectiveness or consumer feelings towards a product.

The results of this research are in line with research conducted [10] which shows that Emotional Value has a positive and significant effect on Repurchase Intention. Emotional Value is important in the food delivery industry because if users like the service they receive then they will be comfortable in using the service and will most likely use the service they like.

The results of this study are in line with research conducted [11] which shows that Emotional Value has a positive and significant effect on Repurchase Intention. The effect of emotional value on repurchase intention has a tcount value > ttable of  $3.281 > 1.96$  and a sig value of  $0.001 < 0.05$ . With these results, the hypothesis of emotional value has a positive and significant effect on repurchase intention.

### 4.2.2 The Influence of Value For Money on Reprurchase Intention

[12]states that value for money is all the benefits received by consumers compared to the sacrifices consumers make to obtain the product. Based on these explanations, it can be concluded that value for money is a comparison between the benefits received by consumers compared to the costs.

The results of this research are in line with research conducted by Luqman Farid (2023) which shows that Value ForMoney has a positive and significant effect on Repurchase Intention. Value for money is also referred to as the relationship between cost and product quality received,.



The results of this study are in line with research conducted [13] which shows that Value For Money has a positive and significant effect on Repurchase Intention. The effect of value for money on repurchase intention has a tcount value > ttable of 5.596 > 1.96 and a sig value of 0.000 < 0.05. With these results, the value for money hypothesis has a positive and significant effect on repurchase intention.

#### 4.2.3 The Influence of Emotional Value and Value For Money on Repurchase Intention

Based on the answers obtained from 100 people who use GoFood more than twice in Tanjung Morawa sub-district for each statement in the variable tcount is 165.910 > ttable is 2.36 and the significant value is 0.000 < 0.1. So, Emotional Value and Value ForMoney together (simultaneously) have a positive and significant effect on Repurchase Intention in the community in Tanjung Morawa sub-district.

The results of this research are in line with research conducted by [14] which shows that Emotional Value and Value ForMoney together (simultaneously) have a positive and significant effect on Repurchase Intention.

## 5. CONCLUSIONS

Based on the results of the research and discussion, the following conclusions can be drawn:

- a. Emotional Value has a positive and significant effect on Repurchase Intention on GoFood Users in Tanjung Morawa District.
- b. Value ForMoney has a positive and significant effect on Repurchase Intention on GoFood Users in Tanjung Morawa District.
- c. Emotional Value and Value ForMoney have a positive and significant effect on Repurchase Intention on GoFood Users in Tanjung Morawa District.
- d. The Adjusted R Square value is 0.769, the Adjusted R Square value is used to determine how well the Y variable (Repurchase Intention) can be explained through the variables X1 (Emotional Value) and X2 (Value ForMoney). This shows that the variation in Repurchase Intention of 76.9% is caused by each variable, namely Emotional Value and Value ForMoney, while other variables not included in this study affect Repurchase Intention by 23.1%.
- e. GoFood should pay attention to emotional value satisfaction by providing good service and timely food delivery so that consumers' emotional value on GoFood is fulfilled. Thus, consumers do not switch to competitors when using food delivery services.
- f. GoFood should pay attention to value for money by providing GoFood service rates that are in accordance with what consumers receive when using GoFood services so that consumers are willing to use GoFood services.
- g. For further researchers who want to research GoFood, it is recommended to use other variables so that they can expand and refine the research conducted by previous researchers. Further researchers can also conduct research in other places that often use GoFood, such as students or workers who often use GoFood as an alternative to ordering food from home.

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