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CONSUMER PURCHASING BEHAVIOR OF ONLINE FOOD DELIVERY (OFD) APPLICATION USER

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Abstract

The high demand for food access with applications creates competition between food delivery companies. The purpose of this research is to identify and to analyze promotion differences, price value, social influence, perceived usefulness, ease of use, customer experience, restaurant search, choice of food variants, consumer buying behavior, and continuous purchase intention. The research was conducted on consumers who used Gofood, Grabfood, and Shopeefood applications at least once in the last three months, with 400 respondents aged over 15 years. Data collection was carried out using an online questionnaire. Analysis was carried out by descriptive analysis, ANOVA and SWOT tests. The results showed that there were differences in the variables of social influence, perceived usefulness, ease of use, restaurant search, food choice variants, consumer buying behavior, and intention to continue with Gofood, Grabfood, and Shopeefood applications. Shopeefood earns a lower average than Grabfood and Gofood. Strategies can be carried out by taking advantage of busy consumers to create dependence on OFD applications by meeting consumer expectations by providing promos.

Keywords: consumer buying behavior, continuance intention, online food delivery, social influence, promotion

Perilaku Pembelian Konsumen Pengguna Aplikasi *Online Food Delivery* (OFD)

Abstrak

Permintaan yang tinggi akan akses makanan menggunakan aplikasi menimbulkan persaingan antara perusahaan *food delivery*. Tujuan dari penelitian ini adalah untuk mengidentifikasi dan menganalisis perbedaan promosi, nilai harga, pengaruh sosial, kegunaan yang dirasakan, kemudahan penggunaan, pengalaman pelanggan, pencarian restoran, pilihan varian makanan, perilaku pembelian konsumen, dan niat beli berkelanjutan. Riset ini dilakukan terhadap konsumen yang menggunakan Gofood, Grabfood, dan Shopeefood minimal satu kali dalam tiga bulan terakhir, dengan responden sebanyak 400 orang berusia di atas 15 tahun. Pengumpulan data dilakukan dengan kuesioner *online*. Analisis dilakukan dengan analisis deskriptif, uji ANOVA dan SWOT. Hasil penelitian menunjukkan bahwa terdapat perbedaan variabel *social influence*, *perceived usefulness*, *ease of use*, *search of restaurants*, *variant of food choice*, *consumer buying behavior*, dan *continuance intention* terhadap aplikasi Gofood, Grabfood, dan Shopeefood. Shopeefood mendapatkan rata-rata lebih rendah dibandingkan Grabfood dan Gofood. Strategi dapat dilakukan dengan memanfaatkan kesibukan konsumen untuk menciptakan ketergantungan terhadap aplikasi OFD dengan cara memenuhi ekspektasi konsumen, dengan memberikan promo.

Kata kunci: niat beli berkelanjutan, pengaruh sosial, pengiriman makanan online, perilaku pembelian konsumen, promo

INTRODUCTION

In this digital era, people are increasingly busy working at home, so the consumption pattern of food and beverage using inline food delivery has become increasingly advanced (Mudjahidin et al., 2021). The emergence of online channels and new additional digital channels such as mobile channels and social media have changed the retail business model, the execution of the retail mix, and shopping behavior (Verhoef et al., 2015). This popularity is also driven by the increasing desire of customers to directly consume the food they receive directly at their doorsteps. Online food delivery (OFD) services refer to internet-based services where customers can order food and have it delivered to their doorstep (Ray et al., 2019). The OFD business has emerged as a

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relevant channel to reach customers and provide them with higher-quality services today (Alalwan, 2020).

OFD services have now become a necessity that is practical, close, and attached to the community. The consumer perspective looks at it in terms of perceived benefits which refers to how consumer performance will increase by adopting certain technologies (Yeo et al., 2017). Regarding technology use, the intensity of individual intentions to use technology can be explained jointly by their perceptions of the usefulness and convenience of technology (Zhao et al., 2016). The OFD service platform has many restaurants, serving and connecting consumers (Nur & Djafar 2022). However, the challenges faced are only 25 percent of users complete the initial registration stage of the OFD application, customer retention is only 22 percent who remain active after the first week of installation, 86 percent of new users will stop using the application after two weeks, and 55 percent of customers stop using the application in the first month. Research in Indonesia also showed that 72 percent of consumers have more than one OFD application on their mobile phones (Tenggara Strategics 2022). Globally, these results are a consideration for the digital application industry regarding consumer behavior with a switcher attitude, so marketing strategies are needed to retain consumers and meet market characteristics.

This study will discuss further about consumer buying behavior and the desire to make repeated purchases on the OFD application which will be seen from various variables. Research conducted by Ray et al., (2019) revealed that customer experience, ease of use, and ease of finding restaurants were positively related to the intention to use the OFD application. The food price variable in the OFD application was stated to have a positive relationship with the value perceived by the user (Cho et al., 2019) and with actual use (Prasetyo et al., 2021).

Research other consumer purchasing behavior in the food delivery sector as well carried out by (Muangmee et al., 2021) in Bangkok, Thailand by looking attributes of performance expectancy, social influence, timeliness, effort expectancy, perceived trust, perceived security, and suitability of task technology on behavior intention to use. Other research regarding consumer purchasing behavior with the attributes used are food quality, brand image, information quality, promotion effort, product satisfaction, brand trust, and perceived value were associated with it repurchase intention on organic products (Tian et al., 2022). Differences in this study with previous research are the attributes used, namely promotion, perceived usefulness, price value, ease of use, variety of food choices, search customized restaurants, customer experience, and social impact with OFD popular in Indonesia.

Tenggara Strategics (2022) also stated that 72 percent of consumers have more than one OFD application on their cell phone. This is in line with the number of smartphone users in 2021 of 65.87 percent and internet users of 90.54 percent according to BPS data. The Gofood application is considered user-friendly, and easy to use, as well as friendly, polite, and innovative driver services. Meanwhile, Grabfood provides the tagline, champion of fast-food delivery. Shopeefood has the tagline of ordering cheap food from home with the advantages of various discounts and vouchers provided in the application. Willingness and intention to make purchases through applications are strongly influenced by levels of trust and loyalty (Sinha et al., 2021). Kedah et al (2015) stated that service quality perceived by customers is very important for service companies in their efforts to achieve customer loyalty and survive in this highly competitive market. Consumer loyalty is positively influenced by consumer satisfaction (Ramdhani et al., 2015). After buying, consumers evaluate their satisfaction. In the present study, 97 respondents were satisfied and wanted to repurchase via the application instead of buying it directly (Kusumarini et al., 2022). This study aims to clarify the factors that influence customer loyalty and to compare the popularity of the three OFD applications. Research conducted by Ray et al., (2019) revealed that customer experience, ease of use, and ease of finding a restaurant were positively related to the intention to use the OFD application. The food price variable in the OFD application was stated to have a positive relationship with the value perceived by users (Cho et al., 2019) and with actual use (Prasetyo et al., 2021). Meanwhile, social influence influences purchasing behavior (Jun et al., 2022), and influences repurchase intentions (Putri & Berlianto 2022). Other research also shows promotions have a significant relationship with actual use (Prasetyo et al., 2021). Previous research stated that the perceived usefulness of the application influences repurchases intentions (Putri & Berlianto 2022).

The purpose of this research is first, to identify consumer attitudes towards promotions, price

value, social influence, perceived usefulness, ease of use, customer experience, restaurant search, variety of food choices, and consumer purchasing behavior, intention to continue using the three applications. Second, to analyze differences in consumer attitudes towards promotions, price value, social influence, perceived usefulness, ease of use, customer experience, restaurant search, food choice variants, consumer purchasing behavior, and intention to continue using the three applications. It is suspected that each variable is different in the three OFD applications, and the independent variables influence the intention to continue.

METHODS

Research Design, Location, and Time

This research is quantitative research design and supported by qualitative data. The quantitative data was obtained from questionnaires and the qualitative data was obtained from in-depth interviews with customers and the company to support judgement for the quantitative data obtained. The data were primary data by filling out an online questionnaire that was distributed to respondents. The research location was conducted in Indonesia with the condition that respondents had used three applications, namely Gofood, Grabfood and Shopeefood in the last three months. This research was conducted from April to June 2023. The analysis technique for this research uses descriptive analysis techniques, top two boxes and bottom two boxes analysis, ANOVA analysis, SEM Lisrel analysis, and SWOT analysis.

Sampling Technique

This study used a non-probability sampling technique with a voluntary approach, involving 400 respondents aged over 15. This number is sufficient for the data processing technique used. Respondents were recruited via a questionnaire link sent through private WhatsApp chats, WhatsApp groups, and Instagram direct messages. Additionally, to enrich the research results, 15 respondents were selected purposively for in-depth online interviews, focusing on those predominantly using one of the three applications. In-depth interviews were also conducted with representatives from Gojek, Grab, and Shopee through direct and online communication.

Procedures for Data Collection

Data collection was carried out by distributing online questionnaires in G-form, conducting interviews with 15 respondents who had filled out the questionnaire, five for each OFD application, and interviews with company representatives.

Measurement and Assessment of Variables

The unit of analysis used is divided into several sections to answer research questions. First, descriptive analysis is used to identify the characteristics of respondents and the average OFD application users in each variable. Second, an ANOVA test was conducted to assess differences in each variable in the three OFD applications. Third, SWOT analysis is carried out to formulate managerial implications for the company. Research frameworks can be seen in Figure 1.

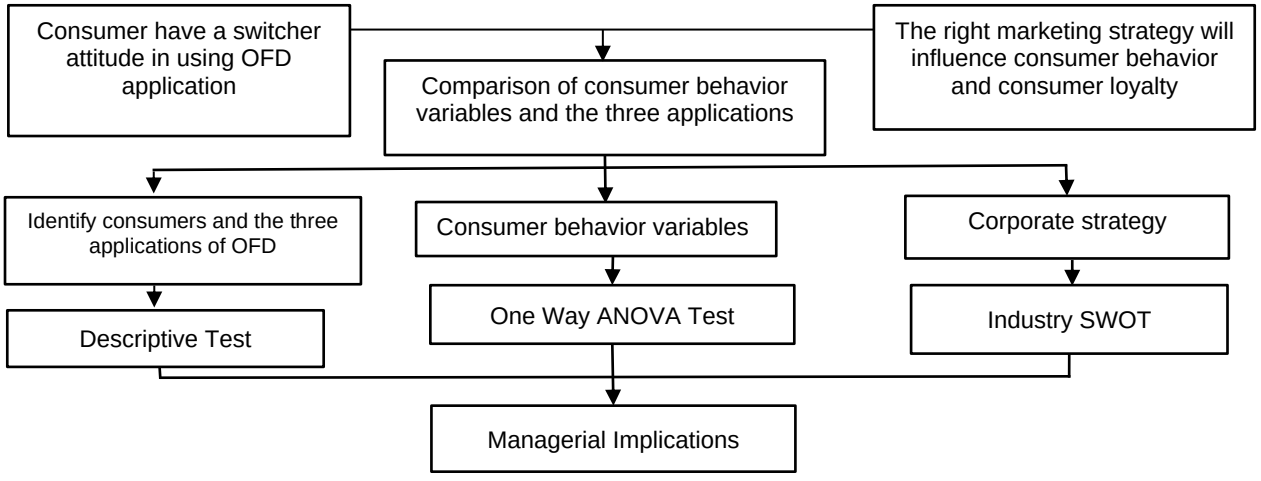


Figure 1 Research framework

The research variable was measured using a five-level Likert scale to gauge the respondents' attitudes and opinions. The scale included the following levels: (1) Very disagree, (2) Disagree, (3) Somewhat agree, (4) Agree, and (5) Strongly agree. Analysis of answers is seen by comparing answers from bottom scale respondents (1, 2), neutral scale (3), and top scale (4, 5).

Data Analysis

To understand the key concepts in this study, refer to Table 1, which provides operational definitions for promotion, price value, social influence, perceived usefulness, perceived ease of use, customer experience, search of restaurants, variant of food choice, consumer buying behavior, and continuance intention.

Table 1 Operational definition of research variables

Variable	Operational Definition	Indicators	Adaptation
Promotion (PR)	Promotion (PR) Choices that benefit consumers and are interested in using the free shipping options, discounts and promos provided by the OFD application.	(PR1) Big discount (PR2) Free major shipping (PR3) Discount variations (PR4) Promo variations at each restaurant	
Price Value (PV)	Consumer assessment of food prices in the OFD application	(PV1) The price of food at the same restaurant is cheaper (PV2) Other costs are not too big (PV3) Information on price changes is clear (PV4) Affordable shipping costs (PV5) Price after discount is cheaper	(Prasetyo et al., 2021; Ray et al., 2019)
Social Influence (SI)	Influence from the social environment directly or indirectly that influences consumers in buying food using the OFD application	(SI1) The OFD application advertises on social media (SI2) Friends using the OFD application (SI3) Influence friends to use the OFD application (SI4) App usage affected by artists	(Jun et al., 2022; Ray et al., 2019)
Perceived Usefulness (PU)	The usefulness that consumers feel when using the OFD application	(PU1) The OFD application is useful for ordering food quickly (PU2) There are many advantages of using the OFD application (PU3) Fast food ordering (PU4) Saving time (PU5) Comfortable to use	(Putri & Berlianto, 2022)
Perceived Ease of Use (EU)	The OFD application is easy for consumers to use from features, menus and access.	(EU1) Easy restaurant search (EU2) Attractive appearance and easy to use (EU3) Features of tracking order progress (EU4) Variety of payment methods (EU5) Order baskets are easy to change.	(Fakfare, 2021)
Customer Experience (CE)	The consumer's previous buying experience is taken into consideration in purchasing the next meal	(CE1) Food according to the picture (CE2) Food according to reviews and ratings (CE3) Food arrived as estimated (CE4) Good communication with the courier	

Table 1 Operational definition of research variables *(continued)*

Variable	Operational Definition	Indicators	Adaptation
Search of Restaurants (SR)	The variety of restaurants for consumers is important as experience and attractiveness	(SR1) Search for restaurants with short keywords (SR2) New restaurant recommendation (SR3) Nearest restaurant (SR4) Famous restaurant	(Ray et al., 2019)
Variant of Food Choice (FC)	The variety of food in various restaurants in the OFD application determines the choice of consumers to use it	(FC1) Menu variations (FC2) Food description (FC3) Best-selling menu (FC4) More variety of food in the same restaurant	
Consumer Buying Behavior (BB)	Consumer purchasing behavior before and after making a purchase on the OFD application	(BB1) Look for information before using the application (BB2) Bought because used to use it (BB3) Time Allocation (BB4) Budget allocation (BB5) Bought it because it went viral	(Wardhani, 2015)
Continuance Intention (CI)	Consumer intention to make repeat purchases using the same OFD application	(CI1) Use this app more often in the future (CI2) Desire to reuse is high (CI3) The intention remains to order food through this application (CI4) The use of the application continues (CI5) Desire to recommend apps	(Fakfare, 2021; Ray et al., 2019; Putri & Berlianto, 2022))

RESULTS

Descriptive analysis was performed on the characteristics of the respondents to see the distribution of respondents based on gender, age, domicile, level of education, occupation, monthly income, and marital status. A descriptive analysis of the respondents as users of the OFD application was also carried out by looking at the costs of OFD and the reasons for the respondents as shown in Table 2.

The results of the description test showed that seven out of ten respondents were women, dominated by the 15-64-year-old group of 61.5 percent; about 66.8 percent of respondents are domiciled on the island of Java; the highest education is diploma/graduate (86.3%); working as private employees by 42.3 percent; with a majority income vulnerability of <Rp. 2,000,000 by 31.5 percent; and based on marital status, about 86.3 percent are unmarried. According to the characteristics of users of the OFD application, the majority of respondents used the OFD application due to promotions on the application with a proportion of 46.5 percent. Spending on this application is dominant in the IDR 200,000-IDR 500,000 per month expenditure group by 42.3 percent.

The intensity of the use of the OFD application and the popularity of the OFD application are needed to see continuity with the results of the different test studies that will be carried out later. For thisreason, a descriptive analysis test was carried out to see the distribution of respondents' answers to the OFD Gofood, Grabfood, and Shopeefood applications, as shown in Figure 2 and Figure 3.

The conclusion based on each application in Figure 2 is clear that purchases with an intensity of 1–3 times per month dominate the three applications. Meanwhile, purchases >7 times per month are the lowest intensity for the three applications. However, if we look at the intensity of use as a whole, the use with the highest intensity is occupied by the Gofood application, while the lowest intensity of use is occupied by the Shopeefood application. This shows that the Gofood application ranks first on the average intensity of use of the OFD application by respondents.

Table 2 Demographic characteristics of the OFD application users (n=400)

Characteristics	Quantity (n)	Persentage (%)	Characteristics	Quantity (n)	Persentage (%)
Gender			Monthly Income		
Male	122	30.5	<Rp2.000.000	126	31.5
Female	278	69.5	Rp2.000.000–Rp4.000.000	70	17.5
Age (years)			Rp4.000.001–Rp6.000.000	87	21.8
15 – 24	246	61.5	Rp6.000.001–Rp8.000.000	49	12.3
25 – 34	126	31.5	>Rp8.000.000	68	17
35 – 44	21	5.3	Marriage Status		
45 – 54	6	1.5	Single	345	86.3
55 – 64	1	0.3	Married	52	13
Domicile			Divorced Dead/Divorced Life	3	0.8
Sumatera	113	28.2	OFD Spending		
Jawa	267	66.8	<Rp200.000	143	35.8
Kalimantan	12	3	Rp200.000 – Rp500.000	169	42.3
Sulawesi	3	0.8	Rp500.001 – Rp1.000.000	56	14
Papua	5	1.3	>Rp1.000.000	32	8
Level of Education			Reason		
Junior High School	2	0.5	Promotion	186	46.5
Senior High School	53	13.3	Price Value	21	5.3
Diploma/Bachel or Degree	345	86.3	Social Influence	9	2.3
Occupation			Perceived Usefulness	38	9.5
Civil Servants	22	5.5	Ease of Use	60	15
BUMN Employee	35	8.8	Customer Experience	13	3.3
Privat Employee	169	42.3	Search for Restaurants	46	12
Entrepreneur	31	7.8	Variant of Food Choice	25	6.3
Student	120	30			
Businessmen	23	5.8			

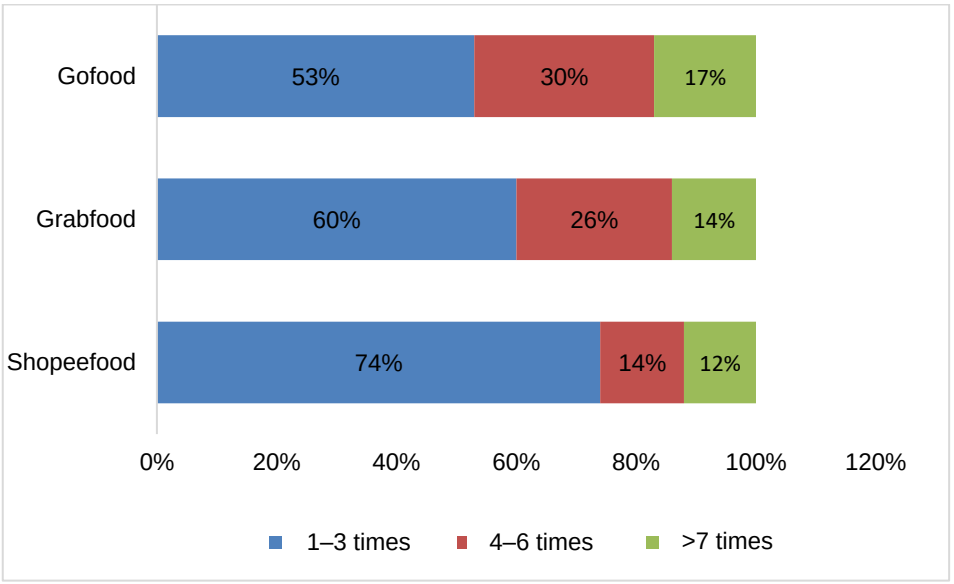


Figure 2 Intensity of OFD application usage (Gofood, Grabfood, Shopeefood)

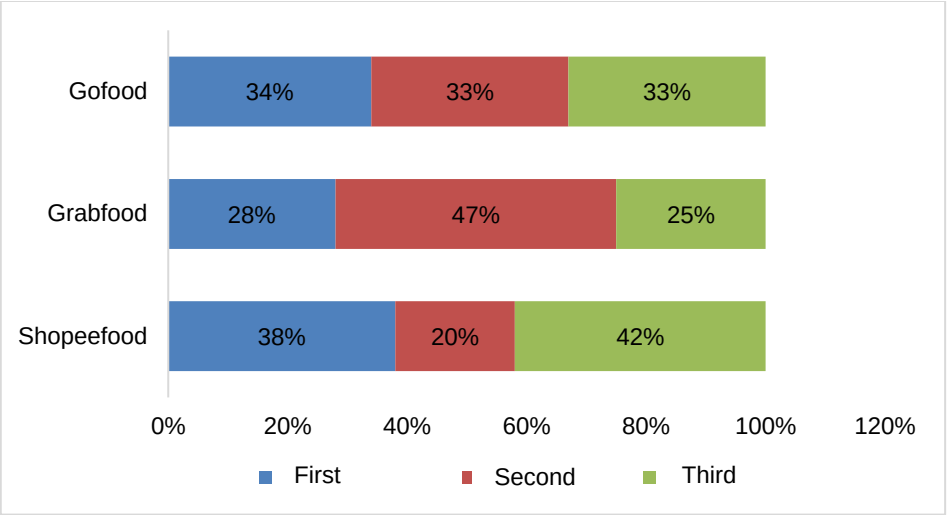


Figure 3 The popularity of the application OFD (Gofood, Grabfood, Shopeefood)

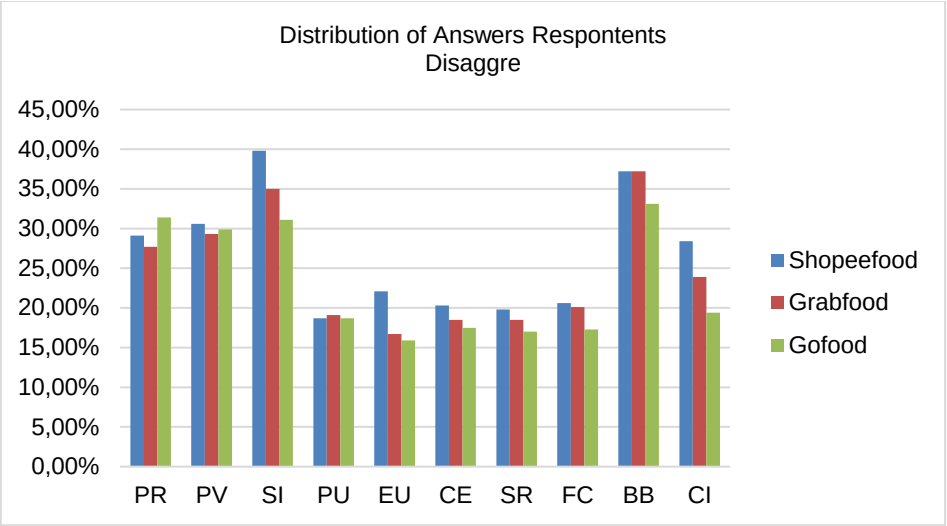
Based on Figure 3, it can be concluded that more respondents place Gofood as the first choice compared to the second and third choices. In the Grabfood application, the majority of respondents place it as the second choice, followed by the first and third choices. Meanwhile, in the Shopeefood application, respondents placed the third choice as the most, followed by the first and second choices.

Respondents in this study prefer the Gofood application to make repeat purchases compared tothe Grabfood application. This is shown in Figure 4. Meanwhile, Shopeefood has the lowest repurchase intention.

Different tests in this study were carried out with One Way ANOVA. The test will be used for the OFD application which consists of Gofood, Grabfood, and Shopeefood to show the differences between the variables. The Table 3 shows the results of the different tests and the average score for each variable in each OFD application in this study.

If the p-value <0.05, then the three applications of OFD on these variables are stated to be significantly different. Based on the results of the ANOVA test (Table 3), it indicates that there are significant differences between the three OFDs in the variables of social influence, perceived usefulness, ease of use, search of restaurants, variant of food choice, consumer buying behavior, and continuance intention. Conversely, promotion, price value, and customer experience show no significant difference between the three OFDs. The SWOT analysis in this study was carried out to identify factors that can then formulate a better company strategy in the future. From the three OFD companies (Gofood, Grabfood, and Shopeefood), the factors considered to be intersecting between the three companies (Gofood, Grabfood, and Shopeefood) were taken. These factors are divided into two, namely (1) Internal Factor Evaluation (IFE) which includes strengths and weaknesses, and (2) External Factor Evaluation (EFE) which includes opportunities and threats determination of SWOT scores with IFE and EFE is based on the weights, ratings, and scores on each of the IFE and EFE factor.

This study identified that the strength – internal strategic factors include: (i) providing various other services; (ii) lots of promo variations; (iii) trusted platforms; (iv) drivers are widespread; (v) restaurant merchants are widespread; and (vi) an online, fast and easy system. Weaknesses - internal strategic factors include (i) application errors; (ii) the cancellation system is detrimental to customers, drivers, and restaurants; (iii) food not according to order; (iv) it is difficult to find drivers at certain hours, and (v) the driver is easy on the acc. Meanwhile, the opportunity – external strategic factors, namely (i) busyness makes customers prefer to order food online; (ii) various payment systems increase consumerinterest; (iii) food promos for active users of the application when using other services; (iv) a wide variety of promotions. Threat strategic factors - external, namely (i) the threat of losing customer money in the application; (ii) creative competitors; (iii) very likely to enter a new competitor; and (iv) technological innovation loses competitiveness. The results of calculations from interviews with respondents and the company regarding these strategic factors are in Table 4.



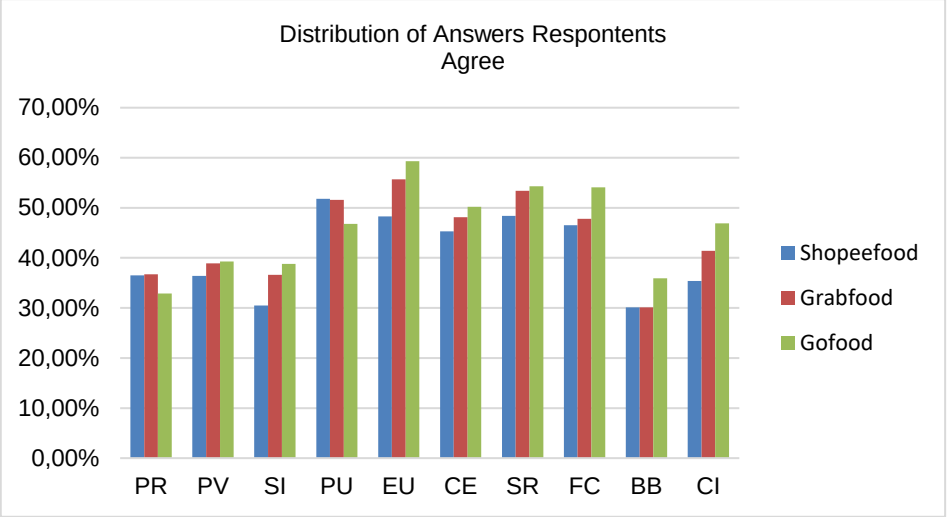


Figure 4 Distribution of respondents' answers; Promotion (PR); Price Value (PV); Social Influence (SI); Perceived Usefulness (PU); Ease of Use (EU); Customer Experience (CE); Search of Restaurants (SR); Variant of Food Choice (FC); Consumer Buying Behavior (BB); Continuance Intention (CI)

Table 3 ANOVA test result and average score of Gofood, Grabfood, and Shopeefood applications (n=400)

Variable	ANOVA	OFD average score		
	(p-value)	Gofood	Grabfood	Shopeefood
Promotion (PR)	0.22†	3.00^{a}	3.12^{a}	3.06^{a}
Price Value (PV)	0.41†	3.12^{b}	3.13^{b}	3.05^{b}
Social Influence (SI)	0.00*	3.06^{ab}	3.00^{ab}	2.80^{ab}
Perceived Usefulness (PU)	0.04*	3.44^{ba}	3.45^{ba}	3.29^{ba}
Ease of Use (EU)	0.00*	3.61^{ab}	3.55^{ab}	3.32^{ab}
Customer Experience (CE)	0.22†	3.41^{a}	3.38^{a}	3.29^{a}
Search of Restaurants (SR)	0.04*	3.51^{ba}	3.48_{b}	3.34_{ba}
Variant of Food Choice (FC)	0.01*	3.49^{ab}	3.34^{ab}	3.31^{ab}
Consumer Buying Behavior (BB)	0.01*	3.01^{ba}	2.85^{ba}	2.84^{ba}
Continuance Intention (CI)	0.00*	3.37^{ab}	3.24^{ab}	3.03^{ab}

Note. $^{a, b}$ Values with different letters in the same column indicate there is a significant difference

p-value < 0,05 = significant

†p-value > 0,05 = not significant

Table 4 SWOT analysis

Analysis	Weigh	Ratin	Score
S - Internal Factors (Strength)			
There are various other services	0.2	5	1
Many variations of promos	0.2	5	1
Trusted platform	0.2	4	0.8
Drivers are widespread	0.1	4	0.4
Merchant restaurants are widespread	0.1	4	0.4
Online system, fast and easy	0.2	5	1
Total	1.0	27	4.6
W - Internal Factors (Weakness)			
Application error	0.2	1	0.2
The cancellation system is detrimental to customers, drivers, and restaurants	0.2	2	0.4
Food is not according to order	0.2	1	0.2
Difficult to find drivers at certain hours	0.3	2	0.6
Difficult drivers in acc	0.1	2	0.2
Total	1.0	8	1.6
O - External Factors (Opportunity)			
Being busy makes customers prefer ordering food online	0.4	5	2
Various payment systems increase consumer interest	0.3	4	1.2
Food promos for active users of the application when using other services	0.1	3	0.3
Many variations of promos	0.2	4	0.8
Total	1.0	16	4.3
T - External Factors (Threats)			
The threat of missing customer money in the application	0.3	1	0.3
Creative competitors	0.4	2	0.8
Very likely to enter a new competitor	0.2	2	0.4
Technological innovation loses competitiveness	0.1	2	0.2
Total	1.0	7	1.7

Weights indicate a significant level of the strategic factors analyzed. Rating reflects the value at the time of assessment: if conditions are as expected, the value is high; if not, the value is low. Score results from multiplying the weight by the rating. Based on the results of the weighting and rating of the Internal Factor Evaluation (IFE) and External Factor Evaluation (EFE), the following data is obtained: the total strength score is 4.6, the total weaknesses score is 1.6, the total opportunities score is 4.3, and the total threats score is 1.7. Consequently, the internal and external analysis coordinate points are determined as follows: the internal analysis coordinate is calculated by subtracting the total weaknesses score from the total strength score and then dividing by two, resulting in (4.6 – 1.6) / 2 = 1.5. The external analysis coordinate is calculated by subtracting the total threats score from the total opportunities score and then dividing by two, resulting in (4.3 - 1.7) / 2 = 1.3 (Figure 5).

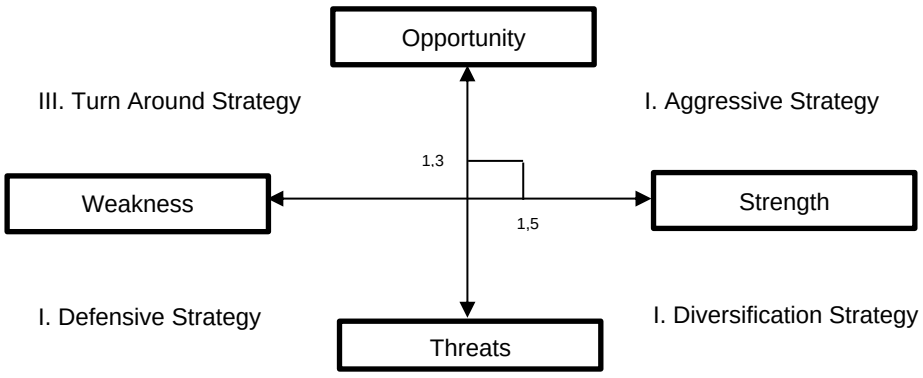


Figure 5 SWOT analysis chart

The calculation results show that the internal analysis coordinate value is 1.5 and the external analysis coordinate is 1.4 (Figure 5). It is known that consumer preferences for the intention to reuse OFD applications in the image above are in quadrant 1, namely aggressive strategy. An aggressive strategy is a win-win situation which means it has power and opportunity. Strategy strengthening focuses on SO (Strength and opportunity) to support aggressive growth policies. For companies, this is a good opportunity to develop business and increase opportunities. For merchants and drivers, being a part/partner of a company is a good choice because this industry has the opportunity to further develop considering the technology services offered are the needs of today's modern society. Several strategies can be implemented, namely increasing cooperation and convenience for partners to join, expanding operational areas, increasing the variety of promos, and increasing the security of OFD application payments.

DISCCUSION

Consumer behavior is the thing that underlie and make consumers make purchasing decisions, starting from the price, model, shape, packaging, quality, function, or use of the item (Firmansyah 2018).Consumer behavior is a set of actions and reactions of social subjects in the field of consumption, whichincludes economic interests and social interactions (Krestyanpol 2023). This research does not only look at consumer behavior from an economic perspective but there are also other aspects related to OFD application offerings that will influence purchasing decision. Promotion, promotion in this case is more directed to activities that benefit customers in the form of cashback, discounts, and sales with minimum purchase requirements. Based on Figure 4, Gofood received the highest approval response of 36.7 percent for promotion. In line with the research of Luo et al., (2021), Coupons have proven to be a competitive marketing strategy in O2O retail.

Moreover, if the price of a product is not too high, consumers will not need too long to think about and carry out consumer behavior activities to buy. Price value indicators include affordable shipping costs, cheap food prices, and affordable other costs. If the product is abundant in the market, then pricing will play an important role because price increases will discourage customers from buying it (Zhao et al., 2021). In line with the high competition in the OFD market, the Shopeefood application is losing competitiveness with Gofood as shown in Figure 4. The higher percentage of approval for price value is aimed at Gofood.

Social influence involves users who are willing to try new technologies from others, including friends, colleagues, and family (Muangmee et al., 2021). Social influence refers to the impact of a person, family, friends, media, and society on a person (Yeo et al., 2017). Based on the indicators above, the majority of agreeing responses were given to the Gofood application, and the largest disagreement was given to Shopeefood. This shows that respondents feel more social influence is felt in the Gofood application.

Perceived usefulness is the extent to which users believe that using a particular system will improve their performance whereas in performance there is effectiveness and efficiency (Larassita et al., 2019). When consumers find OFD useful, they are more likely to use it (Troise et al., 2021). Perceived usefulness refers to the degree to which people believe that using OFD services will be a useful way to order food (Hong et al., 2021). Dominant respondents agree that the usefulness of the application is more likely to be felt in the Gofood application compared to Grabfood and Shopeefood.

Ease of use refers to the ease of using services when utilizing services or technological innovations, ease of use in OFD also refers to the ease of placing orders, the convenience of filtering food and restaurant choices, and the ease of tracking orders (Ray et al., 2019). Respondents felt that the ease of use of the OFD application services was more felt in the Gofood application, while the dominant Shopeefood respondents disapproved of the ease of use of the application was indicated by a higher average value of disagreeing.

Customer experience in using OFD applications depends on coupon offers, cashback and discounts, loyalty programs, and referral bonuses provided to customers (Ray et al., 2019). The indicator for this variable is how consumers expect service, food, and speed of delivery. In Figure 4 it is shown that the dominant respondents feel that Gofood is more in line with expectations than Grabfood, and Shopeefood gets the lowest customer experience fulfillment.

Customers can search for all nearby restaurants using this application, view menu options, and choose the food or drink they want

(Kapoor & Vij 2018). A variety of restaurant choices will increase the desire to use the OFD application. Based on Figure 4, Gofood has the highest variety of restaurants according to respondents compared to Grabfood and Shopeefood.

The variant of food choices in the OFD application is an offer to attract consumers to make purchases. Indicators for this variable are menu variations, food descriptions displayed, and different menu choices in different applications. Based on Figure 4 it is shown that Shopeefood has a more varied choice of food compared to Gofood and Grabfood.

Purchase intention is based on expectations and perceptions (Kytö et al., 2019). Consumers will first form purchase intentions before evaluating alternative products and purchasing decisions. The indicators for this variable are budget allocation, time allocation, and seeking information before using the application. Figure 4 shows that respondents prefer Gofood over Grabfood and Shopeefood.

The concept of continuance intention refers to information systems that are used by consumers in an ongoing activity continuously (Oly et al., 2011) or can be seen as the use of an information system or a continuous service where the decision to use the information system is further influenced by initial decisions when using information systems (Chang and Zhu 2012). The results of the descriptive analysis of the average OFD applications show in terms of promotion, price value, and perceived benefits, the highest average is occupied by the Grabfood application, followed by Gofood and Shopeefood. While on the variables of social influence, ease of use, customer experience, restaurant search, food choice variants, customer buying behavior, and sustainable intentions, the highest average is occupied by the Gofood application, followed by Grabfood, and lastly Shopeefood. Of the three applications associated with the 10 variables above, Gofood gets the highest average followed by the Grabfood application, and Shopeefood ranks last.

The limitation of this research is that respondents often do not remember their food delivery experience. This issue arises because the time limit for recalling the experience is quite long, specifically 3 months. Additionally, it is challenging for researchers to obtain direct information and access to company data.

CONCLUSION AND RECOMMENDATIONS

The findings of this research reveal that only social influence and promotion variables have an influence on consumer buying behavior in the direction of a continuous relationship. Meanwhile, the ease of use variable has a significant influence on consumer buying behavior even though the relationship is not in the same direction. The purpose of this research is to identify and analyze promotion differences, price value, social influence, perceived usefulness, ease of use, customer experience, restaurant search, choice of food variants, consumer buying behavior, and continuous purchase intention. The implication is to increase consumer loyalty by expanding the reach of the OFD company's operational areas including merchants and drivers as well as by providing a variety of promos, creating influence in the surrounding environment with viral advertising, and creating a situation where consumers want to buy. This research contributes to increasing insight into the OFD industry in Indonesia with several variables as considerations for business development.

The suggestion in this research is to add research variables regarding respondents' internal factors. The need for social validity can also be linked to the continued use of OFD applications. Furthermore, it is hoped that future research will pay attention to the distribution of respondents per region to describe all regions of Indonesia. The research area is further narrowed and provides a shorter time limit as a condition for using the OFD consumer application. Practitioners and policymakers need to note that consumers have a switcher attitude like a chameleon, depending on where they are, they change according to the treatment provided by the application. For this reason, this industry needs to continue to innovate and try various things to attract consumers and make them loyal consumers to their company. What the company needs to improve is expanding its operational network through drivers and merchants. According to respondents, it is quite difficult to become a company partner in this industry because of several requirements.

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