Analysis of Quality Attributes and Household Type Moderation on Attitudes and Intentions to Reuse Online Food Delivery Applications

Ira Puspa Warnida*, Rifelly Dewi Astuti

Management Science, University of Indonesia
Prof. Dr. Sumitro Djojohadikusumo UI Depok, West Java 16424, Indonesia
ira.puspa11@ui.ac.id

(*) Corresponding Author

ABSTRACT

The rapid growth of online food delivery services in Indonesia, driven by the online-to-offline (O2O) business model, highlights the need to understand the factors influencing consumer behavior. This study explores how application-related attributes (e.g., design, trustworthiness, and personalization) and product-related factors (e.g., price, variety, reviews) affect consumers' perceived value and their intention to continue using food delivery applications. Based on a modified research model from previous study, data was collected through Google Forms from 536 respondents, categorized into single-person and multi-person households. Structural Equation Modelling (SEM) with LISREL was employed to analyze the relationships between variables. The results revealed that design, trustworthiness, and personalization significantly positively influenced perceived value, while convenience, food variety, and reviews had a negative effect. Additionally, user-perceived value positively impacted attitudes and the intention to continue using the app. Moderation analysis indicated significant differences in the effect of attributes between single-person and multi-person households, emphasizing the importance of household composition in consumer behavior. These findings provide valuable insights for food delivery platforms to tailor their offerings and marketing strategies, improving user satisfaction and retention in a competitive market.

Keywords:
Consumer behavior, food delivery applications, Indonesia, online-to-offline (O2O), personalization, structural equation modelling (SEM), trustworthiness.

ABSTRAK

Pertumbuhan pesat layanan pengiriman makanan online di Indonesia, yang didorong oleh model bisnis online-to-offline (O2O), menyoroti pentingnya memahami faktor-faktor yang memengaruhi perilaku konsumen. Studi ini mengeksplorasi bagaimana atribut terkait aplikasi (misalnya, desain, keandalan, dan personalisasi) dan faktor terkait produk (misalnya, harga, variasi, dan ulasan) memengaruhi nilai yang dirasakan konsumen dan niat mereka untuk terus menggunakan aplikasi pengiriman makanan. Berdasarkan model penelitian yang dimodifikasi dari Jun et al. (2021), data dikumpulkan melalui Google Forms dari 536 responden, yang dikategorikan ke dalam rumah tangga tunggal dan rumah tangga. Analisis hubungan antar variabel dilakukan menggunakan Structural Equation Modelling (SEM) dengan LISREL. Hasil penelitian menunjukkan bahwa desain, keandalan, dan personalisasi secara signifikan mempengaruhi nilai yang dirasakan secara positif, sementara kemudahan, variasi makanan, dan ulasan memiliki efek negatif. Selain itu, nilai yang dirasakan oleh pengguna secara positif mempengaruhi sikap dan niat untuk terus menggunakan aplikasi. Analisis moderasi menunjukkan perbedaan signifikan dalam pengaruh atribut antara rumah tangga satu orang dan rumah tangga, menyoroti pentingnya komposisi rumah tangga dalam perilaku konsumen. Temuan ini memberikan wawasan berharga bagi platform

pengiriman makanan untuk menyesuaikan penawaran dan strategi pemasaran mereka, meningkatkan kepuasan dan retensi pengguna di pasar yang kompetitif.

INTRODUCTION

The development of portable devices such as smartphones, tablets, and other devices has driven rapid growth in the e-commerce industry (Ratchford *et al.*, 2022). This, coupled with increasing consumer confidence in online shopping and significant investment by retailers in online channels, has brought about significant changes in consumer purchasing behavior (Ratchford *et al.*, 2022). These changes have given rise to a new phenomenon known as the online-to-offline (O2O) business model, which allows consumers to transact online while still enjoying the convenience and presence of offline channels (Lee *et al.*, 2022). The success of e-commerce in driving behavioral changes from offline to online purchasing demonstrates the significant potential of the O2O model (Yao *et al.*, 2022). O2O is gaining popularity because it integrates the convenience of online services with the offline world, offering added value in the form of a more comfortable and connected shopping experience. One of the most visible examples is online food delivery services, which are now growing rapidly in various countries, including Indonesia (Yao *et al.*, 2023).

Online food delivery services have grown rapidly, starting from telephone-based ordering systems, then to takeout counters, and now through mobile applications and websites that can be accessed at any time (Jun *et al.*, 2021). Online food delivery services are O2O platforms that utilize technologies such as smartphones, internet-based mobile phones, and navigation services to facilitate transactions between restaurants and consumers (Tandon *et al.*, 2021). These platforms provide convenience for consumers by allowing them to easily select restaurants, choose from a variety of menus, and make payments and track order status online. However, despite the increasing popularity of this service, not all factors influencing the success of online food delivery applications have been fully understood. Previous studies have assessed various attributes of mobile applications, but factors that can encourage consumers to continue using these applications in depth still need to be analyzed further. Thus, a better understanding of the attributes that drive the adoption and use of online food delivery apps remains a relevant issue for further research.

Previous studies have identified various attributes that influence the use of online food delivery apps, such as the quality of app features, ease of use, and technical assurance provided by app developers (Alden *et al.*, 2023; An *et al.*, 2023; Zaheer *et al.*, 2024). On the other hand, product-related factors, such as price, trust, and product variety, are also considered important elements that influence consumers' decisions to use the application. However, although many studies have discussed the influence of these attributes, most of them have not linked the two main dimensions application and

product in a broader context regarding changes in consumer behavior and competition among food delivery applications in Indonesia. Thus, there is a gap in this research regarding a deeper understanding of the factors that influence the adoption and use of online food delivery applications in the highly dynamic Indonesian market, especially in the face of increasingly fierce competition between GoFood, GrabFood, and ShopeeFood.

Based on the existing literature review, factors such as application quality, convenience, price, and consumer trust are the main determinants in the purchase decision and user retention of online food delivery applications. Therefore, the hypothesis in this study is that application and product attributes simultaneously have a significant influence on consumers' intention to continue using online food delivery applications in Indonesia. The urgency of this research is very important because Indonesia, as the largest market for online food delivery services in Southeast Asia shows enormous market potential but is also highly competitive (Annur, 2023). Understanding the factors that influence the use of these applications can provide insights for companies to improve their service quality and win the increasingly fierce competition in the market.

To address the relationship between this study and existing theories, particularly the Technology Acceptance Model (TAM) and the Unified Theory of Acceptance and Use of Technology (UTAUT), it is important to explain how these frameworks inform the research model. The TAM focuses on perceived ease of use and perceived usefulness, while UTAUT incorporates factors like performance expectancy, effort expectancy, social influence, and facilitating conditions. This study builds on these models by exploring how both application-related attributes (such as ease of use, features, and technical assurance) and product-related factors (like price, trust, and product variety) influence consumers' decisions to adopt and continue using online food delivery applications. By integrating these theories, this research aims to offer a comprehensive understanding of the factors that drive consumer behavior in the dynamic Indonesian market, where competition among food delivery apps such as GoFood, GrabFood, and ShopeeFood is intensifying.

The main objective of this study is to analyze the influence of application and product attributes on consumers' decisions to use online food delivery services in Indonesia. This study is expected to contribute significantly to the development of marketing strategies and management of food delivery applications by understanding the factors that drive consumers to choose and continue using a particular application. The benefits of this research are expected to help companies design more efficient and attractive applications for users, improve user experience, and ultimately strengthen their position in a highly competitive market. This research hopes to provide deeper insights into consumer preferences in the use of food delivery applications, as well as offer strategic recommendations that application developers and relevant stakeholders can implement in this industry.

RESEARCH METHODS

This study adopts the research model proposed by (Jun *et al.*, 2021). The study measured attributes such as convenience, design, trustworthiness, price, and various food choices, assessing their impact on user values, attitudes, and intentions, specifically in the context of China. The model explored demographic changes in households and their association with the growth of food delivery apps. However, the limited sample size restricted the generalizability of the findings. This research modifies the original model to focus on users of online food delivery services in Indonesia, specifically those using the GoFood, GrabFood, and ShopeeFood applications. While the variables in this study are based on the original model, several modifications have been made, including the addition of other relevant attributes. One such attribute is Consumer Reviews which is increasingly recognized by users as an important factor in their food delivery experience, particularly during the COVID-19 pandemic (Fakfare, 2021). Additionally, online food delivery platforms in Indonesia, such as GoFood, GrabFood, and ShopeeFood, have integrated review features, making it an essential variable for exploring its effect on consumers' perceived value. Another modification involves the inclusion of Personalization, based on the findings of previous study that explain personalization as a technology that offers food recommendations based on previous customer orders, weather, or other factors (Lee *et al.*, 2025). This attribute is aligned with functional and technical qualities identified such as ease of use, app design, responsiveness, privacy, security, information quality, and personalization (Su *et al.*, 2022).
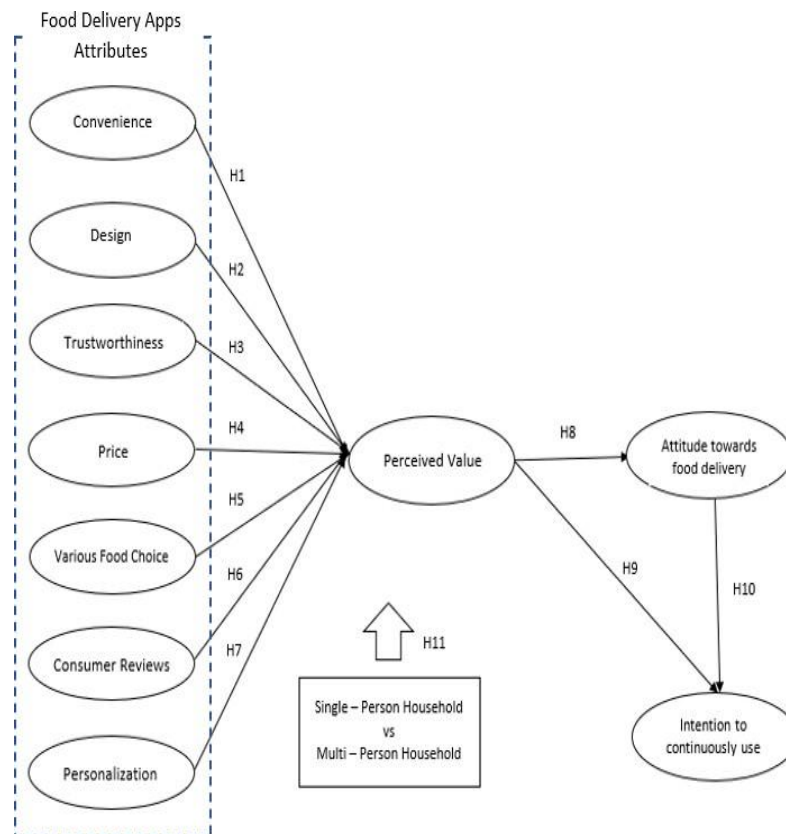

Figure 1. Research Model
Source: Authors' work (2025)

Research Design

This study is descriptive and employs quantitative analysis to test the relationships between various quality attributes of food delivery applications, including convenience, design, trustworthiness, price, variety of food choices, consumer reviews, and personalization (Hardani *et al.*, 2020; Sugiyono, 2022). The relationships are examined in terms of their influence on perceived value, attitudes, and the intention to continue using food delivery applications. A cross-sectional approach is used for data collection, where data is gathered at a single point in time to analyze the current state of users' experiences and attitudes.

Data Collection

The data collection process for this study involved using Google Forms, distributed via social media platforms like WhatsApp and Instagram. Respondents accessed the Google Form independently through a self-administered questionnaire. The questionnaire utilized a Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree) to measure respondents' agreement with each statement (Hardani *et al.*, 2020; Sugiyono, 2022). The sampling method applied was non-probability sampling with a judgmental sampling technique, chosen for its ability to select participants who are most relevant to the research focus. A total of 544 responses were collected, with 8 responses excluded due to incomplete answers, leaving 536 valid responses for analysis. Respondents were categorized into two groups: 281 single-person households and 255 multi-person households.

Data Analysis

Structural Equation Modeling (SEM) with LISREL is employed for data analysis in this study (Hamid, 2019). SEM is suitable because it allows for the testing of complex relationships between multiple variables simultaneously, which aligns well with the study's goal of analyzing how various factors (such as app attributes) influence user behavior (i.e., perceived value, attitudes, and intention). LISREL is an ideal tool for SEM because it is capable of handling complex models and provides detailed path analysis to assess direct and indirect relationships between variables. Additionally, SEM with LISREL can provide robust results even with non-probability sampling, making it a powerful analytical tool for this research.

Development of Item Scale and Measurement

The development of the item scale and measurement for the variables in this study is based on established frameworks in the literature. For instance, convenience, design, trustworthiness, and price were operationalized while consumer reviews were defined and adapted (Fakfare, 2021; Jun *et al.*, 2021). The personalization attribute was operationalized. Each variable was measured with multiple items that capture key aspects of the attribute being studied. The sources and references for the measurement scales are provided in the literature review section, ensuring that the operationalizations are grounded in previous research, which enhances the validity and reliability of the study. This ensures a comprehensive and methodologically rigorous approach to testing the research hypothesis.

RESULT AND DISCUSSION

Validity and Reliability of Measurements

A confirmatory factor analysis (CFA) was conducted to validate internal and external consistency of the study's constructs. The CFA results found a satisfactory goodness of fit indices (GFI= 0.929, RMSEA = 0.0586, NFI = 0.910, IFI = 0.939, CFI = 0.938). All Standardized Loadings Factor (SLF) (greater than 0.50), several variables are close to the required values, (CR) $\geq$ 0.70 and (VE) $\geq$ 0.50. Reliability value CR $\leq$ 0.70 is acceptable for research exploratory. Moreover, Variance Extracted is a complementary variable to construct reliability (Hardani *et al.*, 2020; Sugiyono, 2022).

Results of Testing Hypotheses 1 Through 10

The development of Structural Equation Modeling (SEM) aimed to simultaneously examine the hypothesized relationships among the eight constructs. The overall adequacy of the SEM's fit met the required criteria ($\chi 2/df = 7077.74$, $p < 0.01$, GFI= 0.929, RMSEA = 0.0586, NFI = 0.910, IFI = 0.939, CFI = 0.938). Out of the seven quality attributes associated with food delivery applications, it was identified that three attributes (design, trustworthiness, and personalization) were found to have a significant and positive effect upon user-perceived value, and three attributes (convenience, various food choices, review) were found to have a significant and negative. However, the price attribute had no significant influence on user-perceived value ($\beta = 0.01$, p = 0.803). Hence, hypotheses 2, 3, and 7 were supported, but hypothesis 1,4,5 and 6 was not supported.
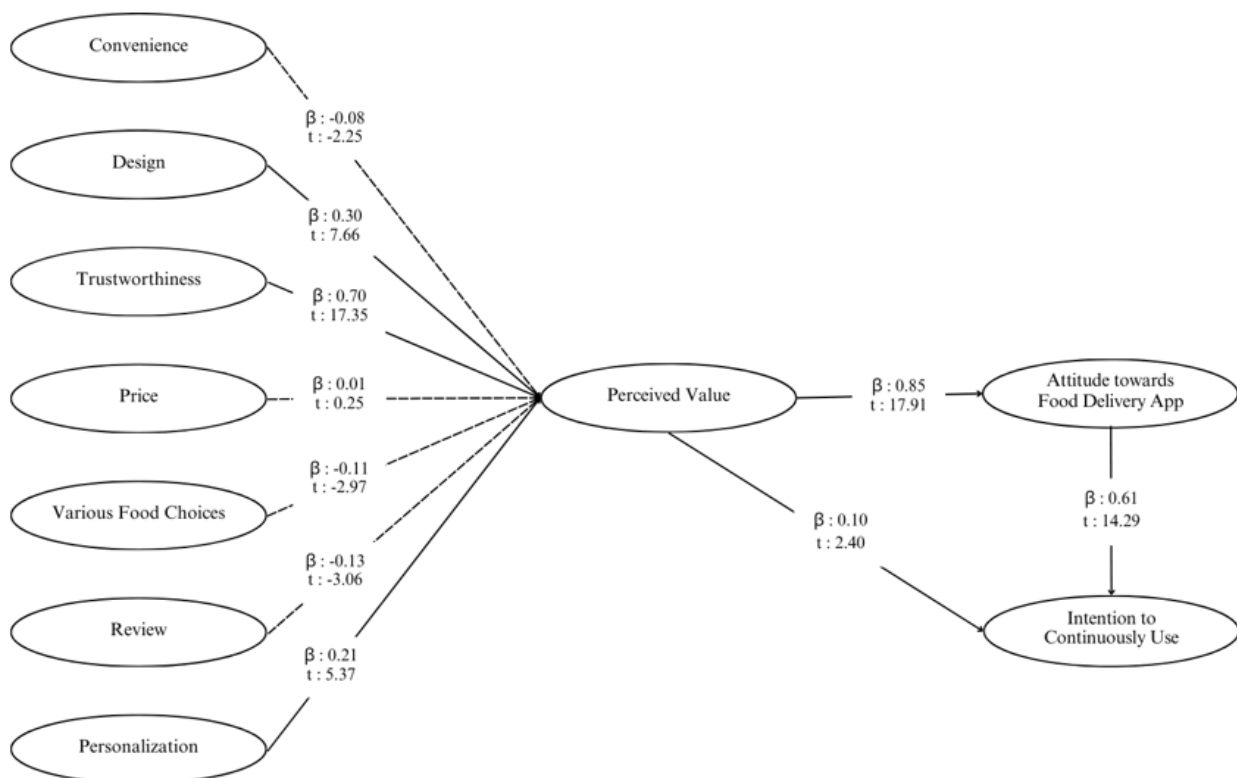

Figure 2. Results of testing Hypotheses 1–10
Source: Authors' work (2025)

Additionally, hypotheses 8, 9, and 10 were examined to assess the anticipated positive connections among user-perceived value, attitudes towards the use of food delivery applications, and the intention to persistently use them. The findings revealed that user-perceived value significantly influenced intention to continuously use ($\beta = 0.10$, $p < 0.016$) and the attitude toward application ($\beta = 0.85$, $p = 0.000$). Furthermore, positive attitudes towards using food delivery applications were associated with an increased intention to continuously use them ($\beta = 0.61$, $p = 0.000$). Consequently, hypotheses 8, 9, and 10 received empirical support.

Results of Testing Hypotheses 11

To test hypothesis 11, researchers conducted a moderation test to see the difference in the effect of the quality of application attributes on perceived value between the single-person households and multi-person households groups, researchers used Multigruop analysis. Table below show the hypothesis test results:

Table 1. Differences between Households

Path	Single-person households (n = 281)			Multi-person households (n = 255)		
	B	*t-value*	*p-value*	B	*t-value*	*p-value*
CNV → PRV	-0.066	-1.528	0.126	-0.068	-1.359	0.174
DSG → PRV	0.290	5.982	0.000	-0.126	-2.880	0.004
TRS → PRV	0.117	2.675	0.007	0.671	15.303	0.000
PRC → PRV	-0.001	-0.027	0.979	0.455	10.189	0.000
VFC → PRV	-0.123	-2.786	0.005	0.287	6.553	0.000
RV → PRV	0.604	13.593	0.000	0.807	18.565	0.000
PL → PRV	0.055	1.278	0.201	-0.164	-3.478	0.001

Source: Authors' work (2025)

The table above shows the direct influence of application attributes on perceived values between the two groups of the 536 respondents, 281 were single-person households and 255 multi-person households. Broadly speaking, significant differences between the two groups are in the relationship between price and personalization attributes to perceived value. The relationship of price to perceive value proved insignificant in the household group with one occupancy while the household group consisting of many residents was positive by 45% and significant with a p-value of $0.000 < 0.05$. Furthermore, the effect of personalization on perceived value in the one-person household group proved to be insignificant, in contrast to the many-person household group which proved significant and negative by 16%. Therefore, hypothesis 11 is accepted because it is proven that there are differences in the influence of attributes between the two groups.

Model Fit Analysis

In this study, a confirmatory factor analysis (CFA) was conducted to validate the internal and external consistency of the constructs used in the model. The goodness of fit indices (GFI = 0.929, RMSEA = 0.0586, NFI = 0.910, IFI = 0.939, CFI = 0.938) met the required thresholds for a satisfactory fit. According to Hair *et al.* (2017), the recommended cut-off points for these indices are: GFI > 0.90, RMSEA < 0.08, NFI > 0.90, IFI > 0.90, and CFI > 0.90. In this study, all of these indices exceeded the

recommended thresholds, indicating that the model fit is acceptable. The standardized loadings for all constructs were greater than 0.50, and the composite reliability (CR) values for all constructs were above 0.70, which further supports the validity of the measurement model. Therefore, the model demonstrates a good fit to the data, confirming that the relationships and constructs in the proposed model are robust.

Discussion of Findings

The results from the SEM analysis indicate that three attributes design, trustworthiness, and personalization had a significant and positive effect on users' perceived value of food delivery applications. These findings align with previous studies that highlight the importance of app design and trustworthiness in influencing user satisfaction and continued use (Alden *et al.*, 2023; An *et al.*, 2023). Personalization, which has been highlighted as an emerging factor in enhancing user experience (An *et al.*, 2023). However, several unexpected results were found. Attributes such as convenience, variety of food choices, and reviews showed a significant and negative effect on users' perceived value. This contradicts the findings from previous studies, where these attributes were typically seen as positively influencing user satisfaction (Jakubowska *et al.*, 2024; Shah & Asghar, 2023).

One possible explanation for this discrepancy could be the varying consumer expectations and experiences in different markets or cultural contexts. For instance, in Indonesia, where the food delivery market is rapidly growing, consumers may be seeking more than just convenience and variety they may value factors such as service speed, price, and trustworthiness more highly. Additionally, the negative influence of the review attribute could be attributed to user fatigue with excessive reviews or concerns over review authenticity. Further investigation is required to understand these nuances in the Indonesian context. On the other hand, the price attribute had no significant effect on user-perceived value, which was in line with previous studies suggesting that price alone does not necessarily drive the decision to use a food delivery app (Zaheer *et al.*, 2024). This result underscores the importance of other attributes such as app design, trust, and personalization in influencing consumer behavior, as opposed to focusing solely on price reductions or promotions. In terms of user attitudes and intentions, the findings suggest that user-perceived value significantly influenced both attitudes towards the use of food delivery applications and the intention to continue using them. This result supports the hypothesis that perceived value is a strong determinant of consumer loyalty and retention in the context of online food delivery services, which has been confirmed in previous research (Alden *et al.*, 2023; Croitoru *et al.*, 2024; Louisa & Simbolon, 2023).

Role of Household Moderation

The moderation analysis conducted using multi-group analysis revealed significant differences in the impact of application attributes on perceived value between single-person households and multi-person households. For instance, the price attribute had no significant effect on perceived value for single-person households, but it was positively significant for multi-person households. Similarly, the

personalization attribute had no significant impact on perceived value for single-person households, while it had a significant negative effect for multi-person households. These results highlight the importance of considering household composition in understanding consumer behavior towards online food delivery apps.

The moderation analysis suggests that different household structures may have distinct preferences and behaviors when using food delivery services. Single-person households might prioritize attributes like convenience and simplicity, while multi-person households may place greater importance on factors like pricing and personalization. These findings are crucial for tailoring marketing strategies and app features to different consumer segments. Understanding these differences can help food delivery platforms optimize their services for various user groups, potentially increasing customer satisfaction and retention. This also underscores the necessity of a more segmented approach to marketing in the food delivery industry, where customization based on user preferences considering factors like household type could provide a competitive advantage.

Research Implication

This study provides valuable insights into the factors influencing consumer behavior in the online food delivery sector, particularly in Indonesia. By integrating both application-related attributes and product-related factors, it offers a comprehensive model that explains consumer perceptions and behavior. The findings underscore the importance of factors like design, trustworthiness, and personalization in shaping consumer preferences and loyalty. Additionally, the moderation analysis highlighting differences between single-person and multi-person households offers actionable insights for tailoring marketing strategies and app features to different demographic segments. These insights can help food delivery platforms improve their offerings, enhance customer satisfaction, and gain a competitive edge in the highly dynamic Indonesian market.

Research Limitation

One of the key limitations of this study is its reliance on a non-probability sampling method, specifically judgmental sampling, which may limit the generalizability of the findings to the broader population. The study was also conducted within a specific geographical region (Indonesia), and the results may not be directly applicable to other cultural or market contexts. Additionally, while the research includes a wide range of attributes, other factors influencing consumer behavior, such as cultural differences, may not have been fully captured. Future studies could explore more diverse markets and consider additional moderating variables, such as income levels or urban versus rural distinctions, to provide a broader perspective.

CONCLUSION AND RECCOMENDATION

This study offers novel insights into the key attributes that shape consumer behavior in the competitive online food delivery market, particularly in Indonesia. By integrating both application-related attributes and product-related factors, it provides a comprehensive framework that addresses the

complexities of user perceptions and retention. The findings emphasize the critical role of application design, trustworthiness, and personalization in driving user perceived value, which has not been deeply explored in the context of Indonesia's rapidly evolving market. The moderation analysis, which differentiates the behavior of single-person and multi-person households, adds a unique dimension to understanding the segmented preferences within the market. This segmentation provides valuable insights into how food delivery platforms can tailor their offerings and marketing strategies to specific demographic groups, thus maximizing customer satisfaction and long-term loyalty. Importantly, this research highlights that factors beyond price such as app features and personalized services are central to the success of food delivery platforms in the region. These findings contribute new knowledge to the field, particularly in the underexplored area of household specific preferences and their role in shaping consumer behavior. Going forward, food delivery platforms in Indonesia can use these insights to refine their strategies, improve customer engagement, and better position themselves within an increasingly competitive landscape. Future research should further investigate the impact of other factors, such as service speed and pricing, to offer a more holistic view of consumer preferences in the food delivery sector.

REFERENCES

Alden, S. M., Rosshahpudin, N. S., Tarmazi, S. A. A., Sulaiman, S., & Mohd Ali, N. (2023). Food delivery service: The effects of perceived quality, perceived ease of use and perceived value towards customer satisfaction. *Journal of Tourism, Hospitality and Environment Management*, *8*(32), 88–98. https://doi.org/10.35631/JTHEM.832007

An, S., Eck, T., & Yim, H. (2023). Understanding consumers' acceptance intention to use mobile food delivery applications through an extended technology acceptance model. *Sustainability*, *15*(1), 832. https://doi.org/10.3390/su15010832

Annur, C. M. (2023). *Indonesia pasar online food delivery terbesar di ASEAN*. https://databoks.katadata.co.id/datapublish/2023/01/19/indonesia-pasar-online-food-delivery-terbesar-di-asean

Croitoru, G., Capatina, A., Florea, N. V., Codignola, F., & Sokolic, D. (2024). A cross-cultural analysis of perceived value and customer loyalty in restaurants. *European Research on Management and Business Economics*, *30*(3), 100265. https://doi.org/10.1016/j.iedeen.2024.100265

Fakfare, P. (2021). Influence of Service Attributes of food delivery application on customers' satisfaction and their behavioural responses: the ipma approach. *international journal of gastronomy and food science*, *25*, 100392. https://doi.org/10.1016/j.ijgfs.2021.100392

Hamid, R. S. (2019). *Structural Equation Modeling (SEM) Berbasis Varian Konsep Dasar dan Aplikasi Program Smart PLS 3.2.8 dalam Riset Bisnis*. PT Inkubator Penulis Indonesia.

Hardani, Andriani, H., Utami, E. F., Fardani, R. A., Sukmana, D. J., Auliya, N. H., Ustiawaty, J., & Istiqomah, R. R. (2020). *Buku Metode Penelitian Kualitatif dan Kuantitatif* (H. Abadi (ed.); Cetakan 1, Issue Maret). CV. Pustaka Ilmu Group Yogyakarta.

Jakubowska, D., Dąbrowska, A. Z., Pachołek, B., & Sady, S. (2024). Behavioral Intention to purchase sustainable food: generation Z's perspective. *Sustainability*, *16*(17), 7284. https://doi.org/10.3390/su16177284

Jun, K., Yoon, B., Lee, S., & Lee, D.-S. (2021). Factors influencing customer decisions to use online food delivery service during the COVID-19 Pandemic. *Foods*, *11*(1), 64. https://doi.org/10.3390/foods11010064

Lee, P. T. Y., E, F., & Chau, M. (2022). Defining Online To Offline (O2O): A systematic approach to defining an emerging business model. *Internet Research*, *32*(5), 1453–1495. https://doi.org/10.1108/INTR-10-2020-0563

Lee, Y.-S., Chen, S.-C., Zhan, Y., & Zheng, M.-C. (2025). Design of interactive systems: information visualization methods of self-service technology in fast food restaurants. *Computers in Human Behavior Reports*, *17*, 100585. https://doi.org/10.1016/j.chbr.2024.100585

Louisa, L., & Simbolon, F. P. (2023). Determinants of customer loyalty: empirical study from online food delivery services. *Binus Business Review*, *14*(3), 247–258. https://doi.org/10.21512/bbr.v14i3.9233

Ratchford, B., Soysal, G., Zentner, A., & Gauri, D. K. (2022). Online and offline retailing: what we know and directions for future research. *Journal of Retailing*, *98*(1), 152–177. https://doi.org/10.1016/j.jretai.2022.02.007

Shah, S. S., & Asghar, Z. (2023). Dynamics of social influence on consumption choices: A social network representation. *Heliyon*, *9*(6), e17146. https://doi.org/10.1016/j.heliyon.2023.e17146

Su, D. N., Nguyen-Phuoc, D. Q., Duong, T. H., Dinh, M. T. T., Luu, T. T., & Johnson, L. (2022). How does quality of mobile food delivery services influence customer loyalty? Gronroos's service quality perspective. *International Journal of Contemporary Hospitality Management*, *34*(11), 4178–4205. https://doi.org/10.1108/IJCHM-08-2021-1039

Sugiyono. (2022). *Metode Penelitian Kuantitatif (Edisi ke-3)* (3rd ed.). CV Alfabeta. https://opac.perpusnas.go.id/DetailOpac.aspx?id=1188929

Tandon, A., Kaur, P., Bhatt, Y., Mäntymäki, M., & Dhir, A. (2021). Why do people purchase from food delivery apps? A consumer value perspective. *Journal of Retailing and Consumer Services*, *63*, 102667. https://doi.org/10.1016/j.jretconser.2021.102667

Yao, P., Osman, S., Sabri, M. F., & Zainudin, N. (2022). Consumer Behavior in Online-to-Offline (O2O) Commerce: A thematic review. *Sustainability*, *14*(13), 7842. https://doi.org/10.3390/su14137842

Yao, P., Sabri, M. F., Osman, S., Zainudin, N., & Li, Y. (2023). Consumers' continued intention to use Online-to-Offline (O2O) services in omnichannel retail: differences between to-shop and to-home models. *Sustainability*, *15*(2), 945. https://doi.org/10.3390/su15020945

Zaheer, M. A., Anwar, T. M., Iantovics, L. B., Raza, M. A., & Khan, Z. (2024). Enticing attributes of consumers' purchase intention to use online food delivery applications (OFDAS) in a developing country. *Journal of Electronic Business & Digital Economics*, *3*(3), 295–317. https://doi.org/10.1108/jebde-10-2023-0025