

## FACTORS AFFECTING THE FREQUENCY AND AMOUNT OF PURCHASE VALUE IN ONLINE FOOD DELIVERY APPS

Salman Fauzan Shidqi<sup>1</sup>, Ujang Sumarwan, Popong Nurhayati

School of Business, IPB University  
Jl. Raya Padjajaran, Bogor 16151, Indonesia

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### Abstract:

**Background:** Currently, the trend of using online food delivery applications in Indonesia is growing. Many people are buying food or simply searching for information about available restaurants through food delivery apps. Indonesia itself has become one of the countries with the highest number of internet users utilizing online food delivery applications in the world.

**Purpose:** This research aims to determine the factors that influence repeat purchase decisions on online food delivery applications, which are based on purchase frequency and total purchase value.

**Design/methodology/approach:** The analysis techniques used are descriptive analysis and logistic regression analysis.

**Findings/Result:** The research results showed that product intrinsic factors and loyalty had a significant effect on purchase frequency, while product extrinsic factors, motivation factors, and situational factors did not have a significant effect on purchase frequency. Situational factors and loyalty have a significant effect on the total purchase value, while product intrinsic factors, product extrinsic factors, and motivation factors do not significantly influence the total purchase value.

**Conclusion:** This research shows that a person's purchase frequency is influenced by the intrinsic qualities of the product being sold and by loyalty, where the individual is accustomed to buying the product. Additionally, the total purchase value on food delivery apps is influenced by situational factors and loyalty, where situational factors, such as ongoing promotions, also have a significant impact.

**Originality/value (State of the art):** This research attempts to explain which factors can influence a person in purchasing a product based on the purchase frequency and the total purchase value.

**Keywords:** loyalty factors, product intrinsic factors, purchase frequency, situation factors, total purchase value

<sup>1</sup> Corresponding author:  
Email: [salmanfshidqi@gmail.com](mailto:salmanfshidqi@gmail.com)

## INTRODUCTION

In the present era, technological advancements are rapidly progressing towards an all-digital direction, where everyone can easily access all information at this time. All activities nowadays can be effortlessly accomplished using a smartphone, such as buying food, using public transportation, reading news, and more. An activity that is strongly felt in the current era utilizing technology is marketing, commonly known as digital marketing. According to Gumilang (2019), digital marketing is one of the marketing mediums currently widely used by the community to support business activities.

Currently, many culinary businesses sell their food online, addressing both how the food is sold and how it reaches the hands of consumers. Nowadays, restaurants sell food online through food delivery application services. According to Apsari et al. (2021), online food delivery services are platforms that connect consumers and sellers in a digital or online manner. Consumer purchasing behavior is changing, shifting from merely seeking low prices to prioritizing the convenience of shopping (Lee in Rahayu et al. 2018). The process of ordering food online includes several steps, such as selecting a restaurant, choosing a menu, confirming the order, receiving an order receipt, and food delivery (Putranto and Vincentius 2020). Online food delivery services are easily accessible to consumers through applications that offer food delivery services, such as Restaurant Delivery Apps, Gojek, Grab, and Shopee. As reported by swa.co.id (2021), Grab's Culinary Trend Report reveals that 54% of consumers now seek new food and restaurants through food delivery apps.

The use of online food delivery applications gained significant popularity during the COVID-19 pandemic. The COVID-19 pandemic was declared over in early 2023, giving rise to new habits adopted by everyone after the pandemic, also known as the new normal. According to Muhyiddin (2020), the new normal refers to an environment that begins to adapt to changes brought about by the existence of COVID-19. Additionally, many people choose to purchase food using online delivery ordering apps after the pandemic has ended. Situational factors play a role that might be related to the current conditions, where uncertainties prevail. According to Harjanti (2018), situational

factors refer to the conditions or situations that influence the final stages of consumer purchasing decisions. The situations that consumers experience vary among individuals, and one aspect that might be related is the economic factor.

Based on data reported by Katadata (2021) on Figure 1, Indonesia is the country with the highest number of users of food delivery applications in the world, reaching 74.4%, followed by Brazil, Malaysia, and China. This result indicates that the usage rate of online food delivery applications in Indonesia is very high. Loyalty is one aspect where many consumers feel comfortable using online food delivery services. According to Hurriyati in Maisaroh (2021), loyalty is the consumer's sustained commitment to subscribe to or repurchase a specific product or service consistently in the future, regardless of the marketing efforts made.

According to Katadata (2023) on Figure 2, in the online food delivery market in ASEAN, Indonesia holds the top position at \$4.5 billion or approximately IDR 67.89 trillion throughout 2022. Additionally, Grabfood application users dominate with a share of 49%, followed by GoFood at 44%, and ShopeeFood at 7%. In a study conducted by Lisnawati et al. (2019) on the decision to use online food delivery services, it was found that consumers prefer these services because they find them easy to use and convenient in their operations. Purchases through online food delivery applications are not exempt from the factors of the product itself, both intrinsic and extrinsic. Every purchasing decision made by consumers is driven by motivation based on their desires. Consumer motivation arises from dissatisfaction with their needs, triggering a sense of discomfort that drives them to fulfill those needs (Adilah, 2023). In the midst of many changes due to the pandemic that has occurred, there have been numerous changes in terms of purchasing food outside the home itself. Habits that were previously adopted during the pandemic due to limited dining out have altered consumers' habits in consuming the food they purchase. In 2023, the World Health Organization (WHO) officially declared the end of the COVID-19 pandemic, yet the level of consumption by people using online food delivery has increased, leading to new habits. This research aims to determine the factors that influence purchase frequency and total purchase value on online food delivery apps.

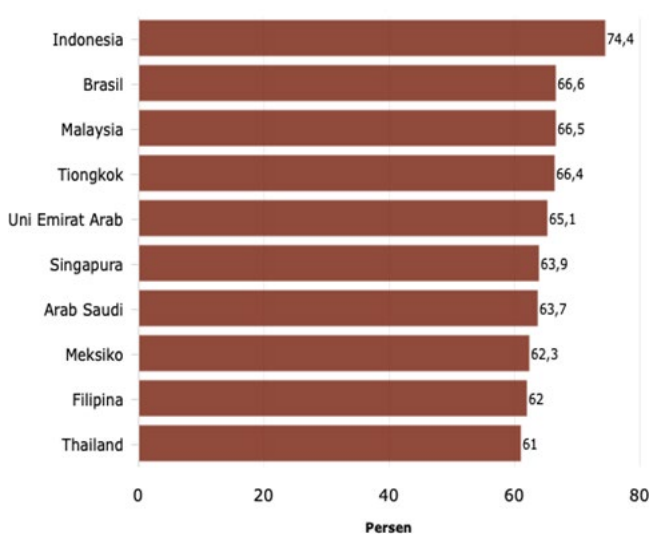


Figure 1. People using online food delivery apps in the world (katadata.com 2021)

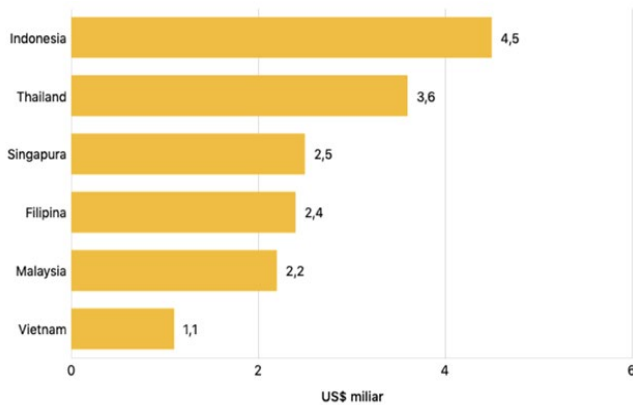


Figure 2. Online food delivery user in ASEAN (katadata.com 2023)

## METHODS

This research was conducted in Jabodetabek (Jakarta, Bogor, Depok, Tangerang, Bekasi), and its surrounding areas. The research was conducted from December 2022 to January 2024. It is a quantitative study that utilized both primary and secondary data. Primary data was collected through the distribution of questionnaires using Google Forms, while secondary data was sourced from journals, articles, books, interviews, and other relevant materials. The population for this study consisted of individuals aged 15 and above who use online food delivery applications to purchase food outside their homes. The determination of the sample size in this study, as Sugiyono (2018) suggests, was calculated using the Cochran formula. The calculated sample size according to the Cochran formula was 96 respondents. However, during the sampling period

until the specified deadline, a total of 297 samples were obtained, which exceeds the required 96 samples. This result is more than enough to conduct all necessary tests.

Quantitative analysis in this research was conducted using SPSS 26. The measurement scale employed in this study consisted of two scales. Firstly, for the independent variable, a Likert scale with a range of values from 1 (one) to 5 (five) was used, where one indicates a less favorable value, and five represents a highly favorable value. As for the dependent variable, a measurement scale of 0 (zero) and 1 (one) was utilized, offering only two options for selection. This research employs logistic regression analysis. Additionally, the study examines characteristics of respondents, such as age, gender, place of residence, and other factors related to the research. The logistic regression equation model is as follows:

$$\ln(p/1-p) = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + e$$

Where intrinsic product factors (X1), extrinsic product factors (X2), motivation factors (X3), situational factors (X4), and loyalty factors (X5) are considered. The hypothesis testing consists of two tests: the Wald test, or partial test and the Omnibus Test of Model Coefficient, or Simultaneous test. Variables deemed to have a significant impact in the Wald test are those with a Sig value < 0.05 and t-value > t-table. Furthermore, in the Simultaneous or Omnibus Test of Model Coefficient, the model is considered to have a significant impact if Sig < 0.05.

Several previous studies on Intrinsic Product Factors have been conducted by various researchers. According to Rasyid (2019), Intrinsic Product Factors with variables such as Taste, Aroma, Nutritional Content, Deliciousness, Texture, Color, and Shape have a positive influence. Additionally, in a study conducted by Hafid (2022), Taste image has a significant impact. Furthermore, in a research carried out by Resky (2021), Taste has a positive and significant effect. Previous studies on Extrinsic Product Factors have been conducted by several researchers. According to Khasanah and Murty (2015), the price as an extrinsic factor has a positive effect. Next, in a study conducted by Rasyid (2019), several aspects are identified as extrinsic factors, including Price, brand, design, label, cleanliness, packaging, and environmental pollution. Price, brand, design, label, cleanliness, packaging, and

environmental pollution have a positive effect, where these attributes become attractive features for the product regarding extrinsic product factors.

According to Kaunang et al. (2015), motivation has a significant influence. Additionally, in research conducted by Keren and Sulistiono (2019), motivation has a positive and significant impact. Previous research on Situational Factors has been conducted, such as the study by Agustanti (2014), which states that Purchase Situation Factors have a positive influence. Additionally, in research conducted by Harjanti and Pribudi (2018), Situational Factors are stated to have a significant impact. Previous research on Loyalty Factors has been conducted by Sofyan (2021) and Wibowo et al. (2019). Sofyan (2021) states that Loyalty Factors have a positive impact. Additionally, the results obtained from the research conducted by Wibowo et al. (2019) state that Loyalty Factors also have a positive impact.

The operational definition of the research consists of five independent variables and two dependent variables. For intrinsic product factors, there are three indicators: deliciousness, taste, and texture (Rasyid, 2019). Extrinsic product factors have seven indicators, including price, packaging, information (Rasyid, 2019), and advertising (Prakoso, 2016). Motivation factors are divided into two categories: generic goals and specific goals (Sumarwan, 2015). Situational factors are divided into four, namely consumption situation, purchase situation, communication situation (Sumarwan, 2015; Zeffry, 2011), and disposition situation (Zeffry, 2011).

Loyalty factors are divided into three: regular repeat purchase, refers to others, and demonstrates immunity to the pull of competition (Mashuri, 2020).

Based on the theoretical framework (Figure 3), several hypotheses can be formulated:

- H1: Intrinsic product factors significantly influence purchase frequency.
- H2: Extrinsic product factors significantly influence purchase frequency.
- H3: Motivational factors significantly influence purchase frequency.
- H4: Situational factors significantly influence purchase frequency.
- H5: Loyalty factors significantly influence purchase frequency.
- H6: Intrinsic product factors, extrinsic product factors, motivation, situation, and loyalty simultaneously significantly influence purchase frequency.
- H7: Intrinsic product factors significantly influence the total purchase value.
- H8: Extrinsic product factors significantly influence the total purchase value.
- H9: Motivational factors significantly influence the total purchase value.
- H10: Situational factors significantly influence the total purchase value.
- H11: Loyalty factors significantly influence the total purchase value.
- H12: Intrinsic product factors, extrinsic product factors, motivation, situation, and loyalty simultaneously significantly influence the total purchase value.

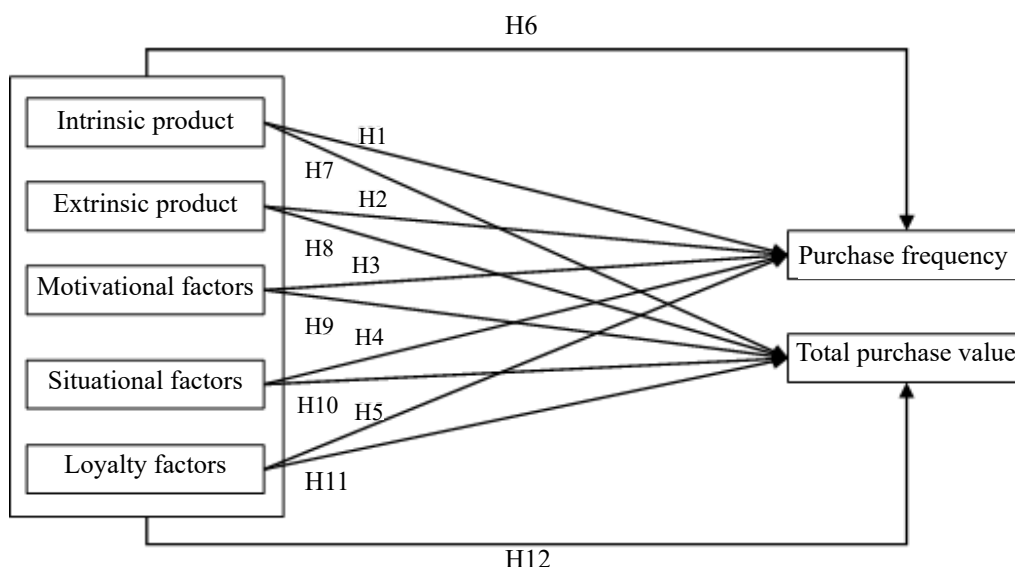


Figure 3. The research framework

## RESULTS

Descriptive analysis is used to determine consumer characteristics. In this study, a total of 297 respondents who use online food delivery applications for food orders in Jabodetabek and surrounding areas were included.

Descriptive analysis of the Table 1 shows that female respondents dominate with a percentage of 74.4%, more than male respondents. The age range of respondents from 16 to 20 is the highest at 29%. The respondents' domicile is mostly in Bogor with 31.6%, followed by Jakarta as the second most common location for using Online Food Delivery services. In terms of education, respondents with an undergraduate degree (S1) are the majority at 39.8%, followed by those with a high school (SMA) education and other educational levels, including S2 and S3. Furthermore, in terms of occupation, most respondents are college students at 28%, followed by employees and students. Regarding income, respondents with an income range of IDR500,000-1,000,000 are the majority at 38%, more than other income ranges.

Respondents in this study are dominated by women, accounting for 74.4%, more than male respondents. According to Sumarwan in Amrullah (2018), female consumers are considered more potential as they tend to be more consumptive than male consumers. The dominant age group of respondents is 16-20 years old, where individuals in this age group are more active in work, communication with peers, and interaction through various media, making them more receptive to and understanding of surrounding issues (Caroline, 2021).

Based on the data, it can be seen that the most preferred online food delivery brand is Grabfood with 49.2%, followed by GoFood with 24.2% (Table 2). Additionally, the products most frequently purchased by respondents are food and drinks simultaneously, accounting for 48.5%. Moreover, respondents commonly choose to make purchases during Lunch and Dinner, both at 27.3%. There is also a considerable percentage for Supper (midnight) at 25.9%. The preferred payment method is through Online Wallet Balance such as Ovo, Gopay, and others, with a percentage of 40.7%, slightly differing from Cash payment at 40.4%.

Table 1. Description of respondent characteristics

Category	Characteristic	Percentage %
Gender	Male	25.6
	Female	74.4
Age	16 – 20	29
	21 – 25	25.2
	26 – 30	10.8
	31 – 35	9.1
	36 – 40	17.8
	40 >	8.1
	Residence	Jakarta
Bogor		31.6
Depok		8.8
Bekasi		11.1
Tangerang		15.5
Lainnya		7.7
Education	Elementary	0.3
	Junior High School	2.7
	Senior High school	37.7
	Diploma	8.1
	Bachelor	39.8
	Others	11.4

Category	Characteristic	Percentage %
Work	Student	15.8
	College Student	28
	Employee	27.6
	Civil Servants	8.1
	Entrepreneur	8.8
Income	Others	11.7
	IDR500.000 – IDR1.000.000	38
	IDR1.000.000 – IDR2.000.000	14.1
	IDR2.000.000 – IDR5.000.000	19.9
	IDR5.000.000 – IDR10.000.000	18.2
	> IDR10.000.000	14.8

Based on Table 3, the results of the correlation analysis of variables in the intrinsic product factor, taste (X1.2) has the most positive relationship with purchase frequency (Y1) at 0.026. Additionally, deliciousness (X1.1) has a relationship with the total purchase value (Y2) at 0.149.

Based on Table 4, the results of the correlation analysis of variables in the extrinsic product factor, brand (X2.2) has the most positive relationship with purchase frequency (Y1) at 0.199. Additionally, price (X2.1) has a relationship with the total purchase value (Y2) at 0.145.

The results of the correlation analysis of variables in the motivation factor, based on Table 5, show that the payment method (X3.5) has the strongest relationship with purchase frequency at 0.262. Additionally, the payment method (X3.5) also has the strongest relationship with the total purchase value (Y2) at 0.192.

In the results of the correlation analysis of variables in the situational factor, based on Table 6, finding restaurant variety (X4.1) has the most positive relationship with purchase frequency (Y1) at 0.192. Additionally, finding promotions (X4.2) has the most positive relationship with the total purchase value (Y2) at 0.300. The results of the correlation analysis on loyalty factors can be seen in Table 7, suggesting app recommendations (X5.3) have the most positive relationship with purchase frequency at 0.273. Furthermore, app recommendations also have the most positive relationship with the total purchase value at 0.253.

**Model 1 (regarding purchase frequency) logistic regression equation**

$$Y1 = -4.418 - 0.148X1 + 0.078X3 + 0.028X4 + 0.229X5 + e$$

Testing the partial effects shows variables with significance values < 0.05 or having a significant impact based on standardized coefficient values, including the intrinsic product factor (0.031) and loyalty factor (0.001). Therefore, hypotheses H1 and H5 are proven and accepted. Meanwhile, variables with significance values > 0.05 or having an insignificant impact based on standardized coefficient values include the extrinsic product factor (0.741), motivation factor (0.238), and situational factor (0.420)(Table 8). Hence, hypotheses H2, H3, and H4 are not proven and rejected. The omnibus

test results of the model coefficient or simultaneous test in the first model show a significance value of  $0.000 < 0.05$ , indicating that intrinsic product factor, extrinsic product factor, motivation factor, situational factor, and loyalty factor simultaneously significantly influence purchase frequency. Thus, hypothesis H6 is proven and accepted.

Table 2. Purchase behavior of respondents

Category	Choice	Percentage (%)
Online Food Delivery Brand	Kalina	1.4
	Restaurant delivery apps	4.7
	Shopeefood	20.5
	Grabfood	49.2
Products mostly buy	Gofood	24.2
	Drinks	3.7
	Healthy Foods	2.7
	Sweets	5.7
Time Buying	Main Course	39.4
	Foods and Drinks	48.5
	Breakfast (06.00 – 09.00)	3.7
	Brunch (09.01 – 11.30)	15.8
	Lunch (11.31 – 14.00)	27.3
	Dinner (17.00 – 21.00)	27.3
Payment methods	Supper ( 23.00 – 03.00)	25.9
	Paylater	1.7
	Credit Card	3.7
	Debit Card	13.5
	Cash	40.4
	Online wallet (OVO, Gopay, DII)	40.7

Table 3. Correlation analysis product intrinsic factors

Label	Y1	Y2
X1.1	-0.010	0.149
X1.2	0.026	0.056
X1.3	0.005	0.106
Index	0.007	0.126

Table 4. Correlation analysis product extrinsic factors

Label	Y1	Y2
X2.1	0.074	0.145
X2.2	0.199	0.037
X2.3	0.045	0.065
X2.4	0.080	0.047
X2.5	0.018	0.126
X2.6	0.054	0.116
X2.7	0.081	0.110
Index	0.123	0.138

Table 5. Correlation analysis motivational factors

Label	Y1	Y2
X3.1	0.141	0.118
X3.2	0.222	0.110
X3.3	0.182	0.164
X3.4	0.043	0.114
X3.5	0.262	0.192
Index	0.246	0.206

Table 6. Correlation analysis situational factors

Label	Y1	Y2
X4.1	0.192	0.151
X4.2	0.140	0.300
X4.3	0.173	0.195
X4.4	0.139	0.235
Index	0.246	0.296

Table 7. Correlation analysis loyalty factors

Label	Y1	Y2
X5.1	0.211	0.188
X5.2	0.245	0.138
X5.3	0.273	0.253
X5.4	0.129	0.196
Index	0.299	0.272

### H1: The Influence of Product Intrinsic Factors towards Purchase Frequency

On the intrinsic product variable (X1), there is a significant influence on purchase frequency, with a significance value of  $0.031 < 0.05$ . Additionally, it has a standardized coefficient value of  $-0.148$ . This means that an increase in intrinsic product factors represented by taste, flavor, and texture will decrease purchase frequency. However, despite this decrease, the result is further examined by variable correlation analysis, where two out of three indicators in the intrinsic product factor variable have a positive relationship with purchase frequency. Specifically, the taste indicator has a value of  $0.026$  and texture  $0.005$ , both indicating a positive relationship with purchase frequency. Furthermore, the index value for the intrinsic product factor on purchase frequency is  $0.007$ , indicating a positive relationship. In other words, each indicator has a different relationship value with purchase frequency. This means that H1 is accepted, and H0 is rejected because there is a significant influence between intrinsic product factor variables on purchase frequency.

Consumers in purchasing food via online food delivery platforms, one of the factors they consider is the intrinsic product factor, which is related to the core essence of the food itself, whether it is tasty or not to someone's palate. This is because every person has different preferences; taste in food can be salty, sweet, savory, or sour, as well as the texture of the food. This research result is supported by previous studies conducted by Prakoso (2016), which showed that intrinsic factors have a significant impact. Additionally, results from a study by Rasyid (2019) also showed a significant impact of intrinsic factors. Moreover, a study by Romlah (2023) indicated that higher food consumption frequency would meet a person's nutritional needs, indicating a positive relationship between the variables studied and frequency.

### H5 : Loyalty Factor towards Purchase Frequency

In the loyalty factor variable (X5), there is a significant influence on purchase frequency, with a significance value of  $0.001 < 0.05$ . Additionally, it has a standardized coefficient value of  $0.229$ . This means that an increase in loyalty factor represented by three dimensions consisting of four indicators will increase purchase frequency. This result is supported by the correlation analysis of variables, where the four indicators that have a relationship with purchase frequency suggest recommending online food delivery applications to others as the indicator with the highest positive relationship at  $0.273$  compared to other indicators. Other indicators include efficiency, reordering, and choosing sellers based on ratings. This means that H5 is accepted, and H0 is rejected, indicating that loyalty factor significantly influences purchase frequency.

Loyalty is one of the factors in buying and selling activities, including in the use of online food delivery applications. Loyalty itself includes recommending online food delivery applications to others, the efficiency of using online food delivery applications, reordering through online food delivery applications, and choosing sellers based on ratings or evaluations. This result is supported by research conducted by Govindo et al (2021), which showed significant results for the loyalty variable. Additionally, according to Chania (2022), the loyalty variable also has a significant impact. The same was found in a study conducted by Wahyuningsih (2023), which showed a significant influence on the frequency variable.

Table 8. Model 1 (regarding purchase frequency) wald test

Model 1	Sig	Tcalculation	ttable	Result
Intrinsic product factors (X1)	0.031	4.657	1.968	Significant
Extrinsic product factors (X2)	0.741	0.109		Not significant
Motivation factors (X3)	0.238	1.394		Not significant
Situation factors (X4)	0.420	0.649		Not significant
Loyalty factors (X5)	0.001	10.452		significant

Dependent variable: Purchase Frequency (Y1)

**Model 2 (regarding the total purchase value) logistic regression equation**

$$Y2 = -4.480 + 0.017X1 - 0.007 X2 - 0.017X3 + 0.187X4 + 0.158X5 + e$$

Partial testing results show different outcomes for each variable. Variables with significance values < 0.05 or having a significant impact in sequence, based on standardized coefficient values, include situational factor (0.002) and loyalty factor (0.029) (Table 9). Thus, hypotheses H10 and H11 are accepted. Meanwhile, variables with significance values > 0.05 or having an insignificant impact, based on standardized coefficient values, include intrinsic product factor (0.801), extrinsic product factor (0.865), and motivation factor (0.805). Thus, hypotheses H7, H8, and H9 are not proven and rejected. The omnibus test results of the model coefficient or simultaneous test in the second model show a significance value of 0.000 < 0.05, indicating that intrinsic product factor (X1), extrinsic product factor (X2), motivation factor (X3), situational factor (X4), and loyalty factor (X5) simultaneously significantly influence purchase frequency (Y1). Thus, hypothesis H12 is proven and accepted.

**H10: The situational factor on the amount of purchase value**

In the situational factor (X4), there is a significant influence on the amount of purchase value, with a significance value of 0.002 < 0.05. Additionally, it has a standardized coefficient value of 0.187. This means that an increase in situational factors represented by four dimensions will increase the amount of purchase value. This result is supported by variable correlation analysis, where all four indicators have a positive relationship with the amount of purchase value. The indicator with the strongest relationship is finding promotions

on online food delivery applications at 0.300. Other indicators with relationships include restaurant variety, product recommendations, and packaging choices. In this case, H10 is accepted, and H0 is rejected, meaning that situational factors have a significant impact on the amount of purchase value.

The situation is one of the factors that influence buying food outside the home. The situation itself has several aspects such as ongoing promotions, available restaurant varieties, ongoing product recommendations, and available packaging choices. This result is supported by research conducted by Ardani and Yudistira (2016), which showed that situational factors described through five independent variables had significant results on repeat purchase intention. Additionally, according to Puspitasari et al. (2016), situational factors have a significant impact.

**H11: Loyalty Factor towards the Amount of Purchase Value**

In the loyalty factor (X5), there is a significant influence on the amount of purchase value, with a significance value of 0.029 < 0.05. Additionally, it has a non-standardized coefficient value of 0.158. This means that an increase in loyalty factor represented by four indicators will increase the amount of purchase value. This result is supported by variable correlation analysis, where all four indicators have a positive relationship with the amount of purchase value. The indicator with the strongest relationship with the amount of purchase value is recommending the application at 0.253. Other indicators with relationships include efficiency, re-purchasing, and seller ratings. This means that H11 is accepted, and H0 is rejected, indicating that loyalty factor significantly influences the amount of purchase value.



Table 9. Model 2 (regarding the total purchase value) wald test

Model 2	Sig	Tcalculation	ttable	Result
Intrinsic product factors (X1)	0.801	0.063	1,968	Not significant
Extrinsic product factors (X2)	0.865	0.029		Not significant
Motivation factors (X3)	0.805	0.061		Not significant
Situation factors (X4)	0.002	9.172		Significant
Loyalty factors (X5)	0.029	4.793		Significant
Dependent variable: Total Purchase Value (Y2)				

Loyalty is one of the factors in buying and selling activities, including in the use of online food delivery applications. Loyalty itself includes recommending online food delivery applications to others, the efficiency of using online food delivery applications, reordering through online food delivery applications, and choosing sellers based on ratings or evaluations. This result is supported by research conducted by Kendri and Saputra (2018), which showed that loyalty has a significant impact. Additionally, this result is also supported by research conducted by Nugroho (2017), indicating that loyalty factors have a significant impact.

The potential target market for online food delivery applications consists of female consumers aged 16-20 years, with educational backgrounds ranging from bachelor's degree to high school, employed or student status, and income levels between IDR500,000 to IDR1,000,000. Female consumers are considered more consumer-oriented than male consumers. In the age group of 16-20 years, respondents tend to actively seek information about trending products on online food delivery applications. Online food delivery applications should pay more attention to their partners selling products on the platform, particularly to the intrinsic product factor that is associated with purchase frequency. In terms of food taste and handling, more consideration should be given. Additionally, there could be a focus on educating partners with lower ratings for evaluation, especially regarding the taste and deliciousness offered to consumers. The intrinsic aspects of a product are crucial as they represent the core of the product being sold. The application plays a crucial role in retaining partners with good ratings for intrinsic product factors, as this positively influences purchase forecasts on the online food delivery application.

Online food delivery applications can offer promotions at strategic times, such as when someone is approaching their payday, a time when individuals have not received their salaries yet. Attractive offers can also be provided during specific hours, like lunch or dinner, when people are more likely to order food. Offering bundled packages from service partners can be considered to encourage simultaneous food and beverage purchases. Providing a diverse selection of restaurants or partners on the online food delivery application allows users the flexibility to choose according to their preferences. This includes options ranging from selling only drinks to offering heavy meals. For example, during breakfast, a person might choose a partner selling lighter food products, or when ordering coffee or snacks, it can be affordable through the online food delivery application. Having various partner options is beneficial for meeting consumer preferences. The availability of packaging options offered by partners on the online food delivery application is already good. Users can choose suitable packaging based on the situation and conditions during ordering. This enhances the efficiency of ordering through the online food delivery application, as users typically opt for this method to simplify their daily activities.

### Managerial Implications

The managerial implications for increasing purchase frequency and total purchase value include paying more attention to product handling and ensuring that the product meets consumer expectations in terms of maturity, taste, and other aspects. In this regard, the role of the application can be further enhanced by focusing on partners collaborating with the application, as the role of restaurant partners is crucial in selling products to consumers. The application can also conduct socialization with partners who may have less favorable ratings in their customer handling. Furthermore, promotions can be strategically timed, such as during payday, to attract more customers.

Other promotional strategies can be implemented before payday to maintain customer frequency, even if the spending amount is not as high as during payday. Having a diverse range of partners provides consumers with many choices when selecting products to purchase. Additionally, consumers can try different restaurants when ordering food through online food delivery applications. Packaging options are also something that the application and partners can pay more attention to, as different consumer conditions when ordering food may require a variety of packaging options according to the type of product sold.

## CONCLUSIONS AND RECOMMENDATIONS

### Conclusions

On Purchase Frequency Two, independent variables significantly influence purchase frequency: intrinsic product and loyalty. The other three variables, namely extrinsic product factor, motivation, and situational factor, do not have a significant impact. Additionally, the simultaneous test significantly influences purchase frequency. Consumers, in purchasing food through online food delivery applications, are influenced by intrinsic product factors, that are related to the core of the food itself, including deliciousness, taste, and texture. If someone perceives the core of the product as meeting their desires, it may lead to habits that increase purchase frequency. Loyalty, on the other hand, is a significant factor in buying and selling activities, particularly in using online food delivery applications. Loyalty includes recommending online food delivery applications to others, efficient use of online food delivery applications, reordering through online food delivery applications, and choosing sellers based on ratings or reviews.

Total Purchase Value Two independent variables significantly influence the total purchase value: situational factor and loyalty factor. The other three independent variables, including intrinsic product factor, extrinsic product factor, and motivation, do not have a significant impact. Additionally, the simultaneous test significantly influences the total purchase value. The situation becomes one of the factors influencing the purchase of food outside the home. Situational factors have several aspects such as ongoing promotions, restaurant variety, ongoing product recommendations, and available packaging

choices. In this case, the situation becomes one of the considerations for consumers in purchasing a product, considering aspects such as ongoing promotions, and may be related to the consumers economic conditions when placing an order. Loyalty is one of the factors in buying and selling activities, especially in using online food delivery applications. Loyalty includes recommending online food delivery applications to others, efficient use of online food delivery applications, reordering through online food delivery applications, and choosing sellers based on ratings or reviews.

### Recommendations

In the research conducted by the researcher, it was found that intrinsic product factor and loyalty influence purchase frequency. Additionally, situational factor and loyalty factor significantly influence the total purchase value. The researcher suggests that in future research, additional variables such as the service provided by online food delivery applications and other marketing mix variables could be considered for investigation.

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