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Author Affiliation:
[1]Department of Management, BINUS Business School Master Program, Bina Nusantara University, The Joseph Wibowo Center Hang Lekir I No. 6, Senayan Jakarta 10270, Indonesia

[2]Business Management Study Program, BINUS Business School Undergraduate Program, Bina Nusantara University, Jl. K.H. Syahdan No. 9, Palmerah, Jakarta 11480, Indonesia

*Corresponding author:
sambudi_hamali@binus.ac.id

CONSUMER BEHAVIOR | RESEARCH ARTICLE

Analysis of Factors Affecting Consumer Decision-Making in Choosing Online Food Delivery in Indonesia

Elysia Elverda[1], Tasliyah Athaya Nahdah[1], Sambudi Hamali[2*]

Abstract:

Background: Online Food Delivery (OFD) services increased after the COVID-19 pandemic. However, post-pandemic repurchase intentions on Indonesian OFD platforms such as GoFood, GrabFood, and ShopeeFood have declined. To understand the success factors for OFD service acceptance, this study employed a modified Technology Acceptance Model (TAM) approach.

Purpose: This study aimed to determine the factors influencing repurchase intention, namely perceived price, perceived usefulness, perceived ease of use, and service quality mediated by trust and consumer satisfaction among OFD platform consumers in Indonesia.

Method: The study employed a quantitative approach to investigate the causal relationships between variables. A questionnaire was distributed to 724 online food delivery (OFD) consumers in several big cities of Indonesia, including Jabodetabek, Bandung, Surabaya, Medan, Makassar, Balikpapan, and Yogyakarta. Respondents were selected using quota sampling. Structural equation modeling was used to test the research hypotheses and empirically investigate the factors influencing repurchase intention mediated by consumer satisfaction and trust among OFD platform consumers in Indonesia.

Findings: This study revealed that perceived price, perceived usefulness, ease of use, service quality, customer satisfaction, and trust influence repurchase intention. Among these factors, perceived usefulness is the most significant predictor of customer repurchase intention. In addition, trust mediates perceived price and repurchase intention, while customer satisfaction mediates the relationship between perceived usefulness, ease of use, service quality, and repurchase intention.

Conclusions: These findings suggest that post-COVID-19, by understanding the factors that influence repurchase intention (perceived price, perceived usefulness, ease of use, service quality, trust, and customer satisfaction), OFDs can increase their sales.

Research implication: The desire to repurchase through OFDs can be achieved through affordable product prices, having a communication plan that makes customers feel valued when using the website, implementing advertising strategies to make the website easy to use, fast and quality responses, and attractive visual features and designs.

Keywords: consumer satisfaction, online food delivery, repurchase intention, technology acceptancee model, trust

JEL Classification: D12, E21, E32

ABOUT THE AUTHORS

Elysia Elverda obtained her Master's degree in Management from Bina Nusantara University. Currently, she is working at a private company in Jakarta. She can be reached via elysia.elverda@binus.ac.id

Tasliyah Athaya Nahdah completed her Master's degree in Management at Bina Nusantara University. She is working at a private company in Jakarta. She can be reached via tasliyah.nahdah@binus.ac.id

Sambudi Hamali is an associate professor in Business Management Study Program, BINUS Business School Undergraduate Program, Bina Nusantara University. He holds a Doctoral degree in Science Management from Padjadjaran University, Bandung, Indonesia. He has conducted numerous studies on consumer behavior, operations management and decision science in management. He can be reached through sambudi_hamali@binus.ac.id

Sambudi Hamali

PUBLIC INTEREST STATEMENT

The use of Online Food Delivery (OFD) services has increased during the COVID-19 pandemic. However, post-pandemic repurchase intentions on Indonesian OFD platforms such as GoFood, GrabFood, and ShopeeFood have shown a decline. Therefore, OFD platforms must understand what factors consumers consider when shopping for delivery services post-pandemic food.

The factors of perceived price, perceived usefulness, ease of use, service quality, customer satisfaction, and trust, post-COVID-19, influence consumers' desire to repurchase food delivery services on the OFD platform (GoFood, GrabFood, ShopeeFood). The OFD platform can improve these variables, especially perceived usefulness. The most important thing for consumers about OFD is how it makes work more accessible, useful, and faster in providing services.

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1.   Introduction

Technology usage has increased significantly after the COVID-19 pandemic which has significantly influenced the industry, driving transformations in the social and employment sectors (Almeida et al., 2020). Technology usage during the COVID-19 isolation has also impacted the Food & Beverage industry as consumers tend to use online platforms for transactions because they are considered easier (Sahira & Fauziyah, 2021). Online marketing refers to marketing via the Internet using company websites, online advertising and promotions, email marketing, online video, and blogs (Kotler et al., 2024). Online food delivery refers to ordering food online, and then preparing and delivering it to consumers. Online food delivery platforms serve various functions, including providing consumers with various food choices, taking orders and relaying them to the food producer, monitoring payment, organizing food delivery, and providing tracking facilities (Li et al., 2020). OFD occurs through platforms that allow customers to purchase various products or services online. Many studies have investigated the drivers of attitude toward and behavioral intention to adopt a particular technology using TAM (Troise et al., 2021). This research adopts the TAM that was developed as a grand theory. As the Figure 1 indicates, Indonesia leads in the number of Online Food Delivery transactions among ASEAN countries.
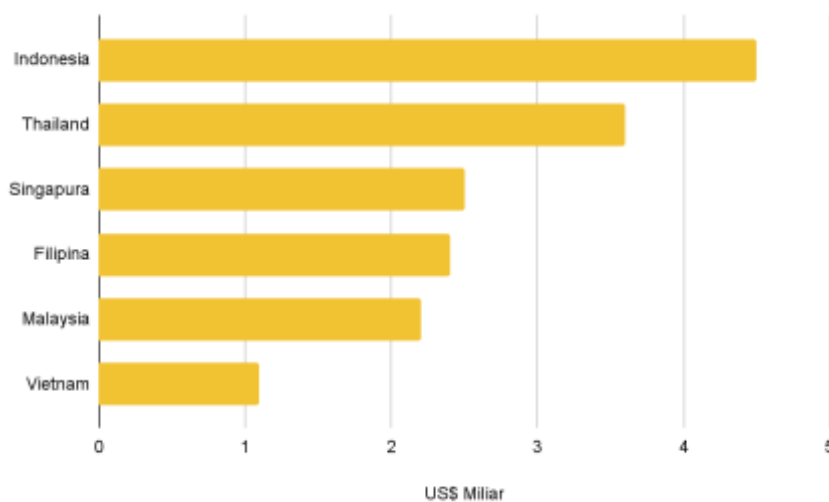

Figure 1. Gross transaction value of online food delivery in six ASEAN countries in 2022

Based on Figure 1, Indonesia, in terms of online food delivery (OFD) services, is positioned as the largest market in the Southeast Asia region, with a gross transaction value of US$ 4.5 billion (Annur, 2023). However, there has been a decline in interest across all delivery services, particularly in online food delivery, following the end of the pandemic. GoJek's on-demand revenue for Go-Ride, GoCar, and GoFood decreased from IDR 3.13 trillion to IDR 2.9 trillion. Meanwhile, at Grab, there was a 9% decline in interest in using delivery services, including GrabExpress and GrabFood, decreasing the gross transaction value to US$ 2.34 billion from January to March 2023 (Septiani & Lenny, 2023). Meanwhile, ShopeeFood no longer carries out large-scale promotions because the percentage of revenue in Indonesia is much smaller than its two competitors (Go Food and Grab Food), even though Grab Food has a profit figure eight times higher than ShopeeFood (Setyowati, 2023). Based on this description, it can be concluded that repurchase intention on Online Food Delivery platforms in Indonesia has decreased after the COVID-19 pandemic. In addition, since 2023 consumers can order directly by visiting restaurants. This has affected purchase intention in using online food delivery services (Rizky, 2023).

Satisfaction plays a significant role in consumers' intention to reuse, and perceived usefulness (PU) influences satisfaction. Therefore, PU and satisfaction are significant precursors to reuse intention, as indicated by a study conducted in several cities in South Korea (Choi, 2020). In addition, a study on users of the Food Panda platform in Malaysia at the beginning of the COVID-19 pandemic showed that PU influences repurchase intention, and trust is also an important factor in getting consumer responses to make repeat purchases. Companies need to maintain long-term relationships with buyers and sellers (Yeo et al., 2021).

A study involving students at five leading business universities in Karachi, Pakistan, found that e-satisfaction and price perception have a strong relationship with repurchase intention (Miao et al., 2022). However, a study by Maziriri et al. (2023) found that customer satisfaction has no effect on repurchase intention. A study of GoFood users in Indonesia demonstrated that perceived usefulness, perceived price, and perceived ease of use impact perceived trust. Only perceived usefulness and trust influence repurchase intention. The trust serves as a mediator in the relationship between perceived usefulness, perceived price, and perceived ease of use with repurchase intention (Yulia & Mulyowahyudi, 2023). A study on the decision-making criteria of online food delivery users in Jabodetabek revealed that service quality is the most important factor for consumers on these platforms. (Elverda et al., 2023).

Based on previous research, there are some gaps present. Firstly, the research conducted has a limited scope, focusing only on several major cities, either internationally or domestically (Choi, 2020; Yeo et al., 2021; Elverda et al., 2023). Second, previous studies were conducted before or during the Coronavirus pandemic (Poon & Tung, 2024; Hong et al., 2021; Muangmee et al., 2021). This research subject will give rise to new behaviors after the pandemic. Third, research conducted in Indonesia only focuses on one OFD platform and does not represent big cities in Indonesia. Fourth, these studies have not emphasized whether the variables used are stronger when they directly influence or when there are other variables, such as mediation. Therefore, this comprehensive study focuses on the influence of variables in previous studies that influence consumer desire to make purchases on OFD platforms after the COVID-19 pandemic in several big cities in Indonesia.

The novelty of this study lies in its approach to addressing the declining interest in repurchasing food delivery services in major cities in Indonesia. Based on the aforementioned background, this study aims to identify the factors affecting consumers' repurchase intentions, mediated by consumer satisfaction and trust, among Indonesian consumers. The independent variables include perceived usefulness, price perception, service quality, and perceived ease of use in OFD consumers in Indonesia.

2. Literature Review

2.1 Online Consumer Behavior

Technological advancements have significantly shifted shopping patterns from traditional to online methods. The Internet plays a key role in changing consumer behavior by offering convenience, cost savings, and communication through online platforms. Educated consumers, aware of online shopping, are drawn to its wider brand access, discounts, 24/7 flexibility, and free shipping (Elmayanti et al., 2023). As e-commerce grows, consumer behavior in online transactions has increased. This behavior involves decisions in acquiring and using products or services. With more online purchases, understanding consumer behavior is essential and requires deeper analysis (Putri et al., 2022). The online shopping experience gives consumers a wider range of choices and

increases the competition among sellers on online platforms (Gao & Bai, 2014). The consumer behavior changes towards online shopping platforms increased during the coronavirus pandemic, which drives consumers to use online platforms since some rules and regulations require consumers to stay at home and do everything remotely (Jílková & Králová, 2021). Based on the research conducted by Jílková and Králová (2021), the percentage of respondents who used online platforms after the spread of coronavirus is 43%. Meanwhile, before the pandemic, the percentage was only 12%, showing how consumer behavior has changed and the online platform plays a significant role in it.

2.2 Technology Acceptance Model (TAM)

TAM was introduced by Davis in 1986, adapted from the Theory of Reasoned Action (TRA) (Davis, 1986). This model is popular because it is simple and easy to use. The main factors in this model are perceived usefulness and perceived ease of use, which are used to understand the psychological acceptance of technology. This psychological understanding is important for implementing or developing appropriate technology for consumers (Ajibade, 2018). The indicators used in TAM are developed to accommodate users' behavior in using technology. It focuses on technical factors rather than on social factors. The elements in TAM could determine the weaknesses and strengths of a product, and it could predict consumer needs and wants accurately (Pratama & Rakhmadani, 2022). Based on Marinkovic et al. (2020), the latest version model of TAM, called UTAUT (Unified Theory of Acceptance and Use of Technology), comes from the combination of TAM, TPB, and the Theory of Diffusion of Innovation (Miao, 2021). This study uses a modified Technology Acceptance Model (TAM) approach because it is a simple method commonly used in various research studies. TAM has been proven suitable as a theoretical basis for e-commerce adoption by many researchers (Cho & Sagynov, 2015). TAM is widely recognized as a key model for consumer acceptance of new technologies. It influences the intention to use a product or service (Yulia & Mulyowahyudi, 2023).

2.3 Perceived Price and Trust

Perceived price refers to consumers' perception of the relative price that must be paid to obtain a product or service compared to the price of other similar products (Yulia & Mulyowahyudi, 2023). Meanwhile, trust is the belief or confidence of an individual that a service will ensure their security (Yeo et al., 2021). Based on the research by Jeaheng et al. (2020) and Hride et al. (2022), perceived price has an effect on trust.

H1: The perceived price has a significant effect on trust.

2.4 Perceived Price and Repurchase Intention

A study involving students at five leading business universities in Karachi, Pakistan found that price perception has a strong relationship with Repurchase Intention (Miao et al., 2022). Other researchers demonstrated that perceived price has a positive and significant impact on repurchase intention (Singh & Alok, 2022; Cuong, 2023; Kristianingsih & Edastama, 2024).

H2: The perceived price has a significant effect on repurchase intention.

2.5 Perceived Usefulness and Consumer Satisfaction

According to Trivedi and Yadav (2020), consumer satisfaction refers to consumers' fulfillment response, which involves evaluating an outcome against a comparison standard. Therefore, a satisfaction judgment includes the final result and the reference

point used for comparison. Perceived usefulness in online shopping indicates how effectively using an e-commerce site enhances customer success rates (Cuong, 2023). Perceived usefulness influences satisfaction (Choi, 2020; Wilson et al., 2021b; Cuong, 2023).

H3: Perceived usefulness has a significant effect on consumer satisfaction.

2.6   Perceived Ease of Use and Consumer Satisfaction

Perceived ease of use refers to how effortless a buyer finds online shopping. It reflects the simplicity and clarity of e-commerce sites, influenced by customers' willingness to search for information and products (Cuong, 2023). Customers will be satisfied and continue shopping online if they find the process easy to use. Online retail managers should provide clear instructions on website operation and transactions. These should include illustrations and video tutorials to help users, especially first-time shoppers, easily find and buy items (Cuong, 2023). Perceived ease of use influences satisfaction (Wilson et al., 2021a; Wilson et al., 2021b; Cuong, 2023; Liu et al., 2023).

H4: Perceived ease of use has a significant effect on consumer satisfaction.

2.7   Service Quality and Consumer Satisfaction

Service quality refers to consumers' perception of how a product or service can meet their expectations; this is influenced by how the product or service they actually get compared to consumer expectations (Elverda et al., 2023; Juhria et al., 2021). Providing excellent online services that meet customer expectations and needs results in maximum satisfaction, a positive impression, and a higher likelihood of repurchasing sacred objects (Putprakob et al., 2024). Service quality influences satisfaction (Kuska et al., 2024; Ginting et al., 2023; Ahmed et al., 2023; Jasin & Firmansyah, 2023; Suhartanto et al., 2019).

H5: Service quality has a significant effect on consumer satisfaction.

2.8   Perceived Usefulness and Repurchase Intention

Perceived usefulness and satisfaction are significant precursors to reuse intention, as shown by a study conducted in several cities in South Korea (Choi, 2020). A study of users of the FoodPanda platform in Malaysia at the beginning of the COVID-19 pandemic showed that PU influences RI (Yeo et al., 2021; Cuong, 2023; Chanthasaksathian & Nuangjamnong, 2021). This shows that most customers find online transactions useful, are satisfied, and will likely repurchase. Therefore, online retailers should have a communication plan that makes customers feel valued when using the website and should also help clients find specific information by providing efficient search tools. When customers find a shopping website helpful, they will be satisfied and develop repurchase intentions (Wilson et al., 2021a; Cuong, 2023).

H6: Perceived usefulness has a significant effect on repurchase intention.

2.9   Perceived Ease of Use and Repurchase Intention

Based on Ramadya (2022), perceived ease of use is an important factor in encouraging consumers' repurchase intentions, as there is a higher likelihood of consumers reusing a product or service that is easy to use. Customers who find a shopping website easy to use are more likely to repurchase. Perceived ease of use reflects the simplicity and clarity

of e-commerce sites, influenced by customers' willingness to search for information and products online. Additionally, when consumers find e-commerce sites easy to use, their intention to repurchase online increases. Previous research has demonstrated that perceived ease of use influences repurchase intention (Wilson et al., 2021a; Chanthasaksathian & Nuangjamnong, 2021; Cuong, 2023).

H7: Perceived ease of use has a significant effect on repurchase intention.

2.10 Service Quality and Repurchase Intention

Service quality plays a significant role in repurchase intention, as research conducted by Mensah and Mensah (2018) examined whether service quality influences repurchase intention in a university restaurant. The study indicated that the university restaurant must improve its service quality to ensure customers return and repurchase. Service quality is a key factor in customer satisfaction and repurchase intention. Respondents generally had a positive view of supplier quality services. Improved service quality boosts customer satisfaction and ensures client retention (Xue et al., 2021). It aligns with research indicating that service quality influences repurchase intention (Kristianingsih & Edastama, 2024; Jasin & Firmansyah, 2023; Polas et al., 2022; Xue et al., 2021).

H8: Service quality has a significant effect on repurchase intention.

2.11 Trust and Repurchase Intention

Trust is also an important factor in getting consumer responses to make repeat purchases (Yeo et al., 2021). With the widespread integration of digital technology into all commercial and economic sectors, the Internet is full of uncertainties and irrelevant information. Therefore, credibility and trust have become crucial for users to make online purchases (Yeo et al., 2021). The more buyers trust a system or website, the more likely they will make purchases. Trust impacts repurchase intention (Tian et al., 2022; Chanthasaksathian & Nuangjamnong, 2021; Trivedi & Yadav, 2020).

H9: Trust has a significant effect on repurchase intention.

2.12 Customer Satisfaction and Repurchase Intention

Satisfaction plays a significant role in consumers' intention to reuse and is a critical precursor to this intention (Choi, 2020). Customers' satisfaction with their online shopping experience enhances their intention to repurchase. High online customer satisfaction increases the likelihood of return shopping. Therefore, online retail managers should develop strategic programs to enhance customer happiness and validate shopping choices (Cuong, 2023). Previous research has shown that satisfaction has a significant impact on repurchase intention. (Suhartanto et al., 2019; Miao et al., 2022; Lin et al., 2022; Tian et al., 2022; Cuong, 2023).

H10: Customer satisfaction has a significant effect on repurchase intention.

2.13 Perceived Price, Trust, and Repurchase Intention

Yulia and Mulyowahyudi (2023) researched the role of trust as a mediator between perceived price and repurchase intention. It assessed GoFood users without specifying a particular geographical focus. The study revealed that trust is a significant mediator in the relationship between perceived price and repurchase intention, strengthening the connection between these variables. This suggests that when customers perceive prices

as competitive, their trust increases, making them more likely to shop online again. Online retailers should demonstrate affordable pricing, particularly for those who frequently compare prices. When customers find prices reasonable and aligned with product quality, they trust their shopping experience and are more likely to repurchase.

H11: Perceived price significantly affects repurchase intention, with trust as a mediating variable.

2.14 Perceived Usefulness, Perceived Ease of Use, Service Quality, Customer Satisfaction and Repurchase Intention

Research by Nuralam et al. (2024) indicated that customer satisfaction mediates the relationship between perceived usefulness (PU), perceived ease of use (PEU), and repurchase intention (RI). When customers find a shopping website that is easy to use and experience perceived usefulness in online transactions, coupled with good service quality from online retailers, they are satisfied with their shopping experience and are more likely to repurchase. Meanwhile, research by Fared et al. (2021), Ginting et al. (2023), and Putprakob et al. (2024) found that service quality affects repurchase intention and that customer satisfaction partially mediates this association.

H12: Perceived usefulness has a significant effect on repurchase intention, with customer satisfaction as a mediating variable.
H13: Perceived ease of use has a significant effect on repurchase intention, with customer satisfaction as a mediating variable.
H14: Service quality has a significant effect on repurchase intention, with customer satisfaction as a mediating variable.

3. Conceptual Framework

Prior research has indicated that price perception, perceived usefulness, perceived ease of use, service quality, trust, and customer satisfaction directly influence repurchase intentions. Trust and customer satisfaction also act as mediating factors. Previous studies show that perceived price affects trust and repurchase intention, trust affects repurchase intention, and trust mediates the relationship between perceived price and repurchase intention (Yulia & Mulyowahyudi, 2023; Hride et al., 2022). Perceived usefulness and perceived ease of use affect customer satisfaction and repurchase intention, with customer satisfaction mediating the relationship between perceived usefulness, perceived ease of use, and repurchase intention (Nuralam et al., 2024).

In addition, previous research shows that service quality affects customer satisfaction and repurchase intention, with customer satisfaction mediating the relationship between service quality and repurchase intention (Ginting et al., 2023; Jasin & Firmansyah, 2023). In this study, trust does not mediate the relationship between perceived usefulness, perceived ease of use, and service quality in terms of repurchase intention because previous research in this area is still limited. The conceptual framework and hypotheses of these relationships are shown in Figure 1.
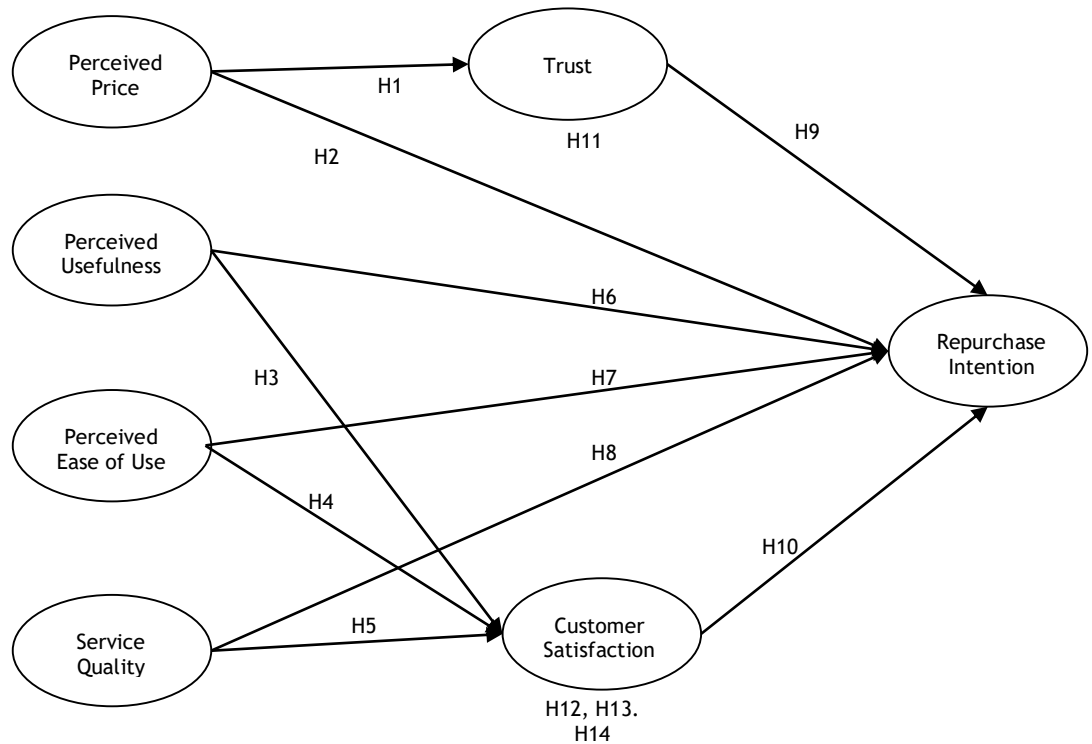
Figure 1. The relationships between price perception, perceived usefulness, perceived ease of use, service quality, trust, customer satisfaction, and repurchase intention

The hypotheses of this study are as follows:
H1:   Perceived price has a significant effect on trust.
H2:   Perceived price has a significant effect on repurchase intention.
H3:   Perceived usefulness has a significant effect on consumer satisfaction.
H4:   Perceived ease of use has a significant effect on consumer satisfaction.
H5:   Service quality has a significant effect on consumer satisfaction.
H6:   Perceived usefulness has a significant effect on repurchase intention.
H7:   Perceived ease of use has a significant effect on repurchase intention.
H8:   Service quality has a significant effect on repurchase intention.
H9:   Trust has a significant effect on repurchase intention.
H10: Customer satisfaction has a significant effect on repurchase intention.
H11: Perceived price has a significant effect on repurchase intention with trust as mediating variable.
H12: Perceived usefulness has a significant effect on repurchase intention with customer satisfaction as mediating variable.
H13: Perceived ease of use has a significant effect on repurchase intention with customer satisfaction as mediating variable.
H14: Service quality has a significant effect on repurchase intention with customer satisfaction as mediating variable.

4.   Method

4.1   Research Design

The research utilized a quantitative approach with a causal study design to examine the factors causing issues and confirm that the independent variable influences the dependent variable (Sekaran & Bougie, 2022). This study focused on consumers of online food delivery platforms (GoFood, GrabFood, ShopeeFood) that have the largest market share in Indonesia in 2023: GrabFood at 50%, GoFood at 38%, and ShopeeFood at 5%

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(Annur, 2024). The survey was conducted in seven major cities in Indonesia, including Jabodetabek, Bandung, Surabaya, Medan, Makassar, Balikpapan, and Yogyakarta (Gojek, 2019). The respondents were comprised of female and male aged 18-45 years who had used food delivery services in the last three months. The questionnaire was distributed online via Google Forms, which allows the respondents to fill out the questionnaire using the link provided. Each question presents choices that have been determined by the researcher using a six-point Likert scale.

4.2 Sampling

According to Hair et al. (2022), the sample size should equal 10 times the number of independent variables or the maximum number of arrows pointing to a latent variable in the PLS path model. In this study, with 10 arrows pointing to latent variables, 100 respondents were sampled from each city. This study employed non-probability sampling, specifically quota sampling. Quota sampling ensures that all subgroups in the population are adequately represented. In an increasingly diverse work environment and society due to demographic changes, quota sampling is common. For example, it can be used to understand purchasing tendencies across ethnic groups (Sekaran & Bougie, 2022). With a target of 700 respondents from seven cities, we collected 724 respondents: Bandung, Surabaya, Medan, Makassar, Balikpapan, and Yogyakarta each had 100 respondents, while Jabodetabek had 124 respondents.

4.3 Measurement

The outer model's validity and reliability were assessed using established criteria. For validity, each indicator's loading was required to exceed 0.7, and the average variance extracted (AVE) must be at least 0.5. Reliability was evaluated using composite reliability (CR) and Cronbach's alpha coefficient (CA), with a minimum acceptable value of 0.7 (Hair et al., 2022). A total of 31 items were used in this study. The measure for perceived price (4 items) was adapted from Akbar and Hayuningtias (2023). Perceived usefulness (4 items) was adapted from Oktania and Indarwati (2022). Perceived ease of use (4 items) was adapted from Ramadya (2022). Service quality (6 items) was taken from Elverda et al. (2023), and Juhria et al. (2021). Trust (4 items) was based on indicators from McKnight et al. (1998) and Rousseau et al. (1998). Customer satisfaction (4 items) was adapted from Oliver (2015) and Anderson and Fornell (2000). Repurchase intention (5 items) was taken from Bedua-Taylor et al. (2022).

Table 1. Operational definition and indicators of perceived price, perceived usefulness, ease of use, service quality, trust, customer satisfaction and repurchase intention

Variables	Operational Definition	Indicators	Scale
Perceived Price (Akbar & Hayuningtias, 2023)	Consumer perception of the price of a product or service by examining whether the costs incurred are in accordance with the quality obtained by consumers, where price perception can influence consumer purchasing decisions.	1) Affordable product prices (PP1) 2) Prices that match the quality of the product (PP2) 3) Competitive product prices (PP3) 4) Prices according to product benefits (PP4)	Likert scale from a scale of 1 (strongly disagree) to a scale of 6 (strongly agree)

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Table 1. Operational definition and indicators of perceived price, perceived usefulness, ease of use, service quality, trust, customer satisfaction and repurchase intention (Continue)

Variables	Operational Definition	Indicators	Scale
Perceived Usefulness (Oktania & Indarwati, 2022)	Perceived usefulness is described by how technology or information systems increase the effectiveness of tasks performed by users.	1) Work faster (PU1) 2) Useful (PU2) 3) Make work easier (PU3) 4) Improve job performance (PU4)	1-6 scale
Perceived Ease of Use (Ramadya, 2022)	Perceived Ease of Use can be defined as the user's perception of how easy technology is to understand and use without in-depth technical knowledge or ability of a particular technology.	1) Ease of learning (PEU1) 2) Ease of understanding (PEU2) 3) Without excessive effort (PEU3) 4) Ease of use (PEU4)	1-6 scale
Service Quality (Elverda et al., 2023; Juhria et al., 2021)	Service quality is the consumer's perception of how a product or service can meet their expectations; this is influenced by how the product or service they actually get and compared to consumer expectations.	1) Customer service function (SQ1) 2) Availability of effective service features (SQ2) 3) Attractive visual design (SQ3) 4) Benefits of various features (SQ4) 5) Speed of customer response (SQ5) 6) Quality of customer service response (SQ6)	1-6 scale
Trust (McKnights et al., 1998; Rousseau et al., 1998)	Trust is the consumer's point of view in their belief in other parties acting honestly, fairly, profitably, and with good competence and integrity. Trust is one of the keys to good between two or more parties.	1) Individual's level of confidence that the other party fulfills the commitments made (TR1) 2) Individual's belief in the level of competence or ability of the other party (TR2) 3) Level of clarity and consistency from the other party (TR3) 4) Individual's level of courage in taking risks by relying on others (TR4)	1-6 scale

Table 1. Operational definition and indicators of perceived price, perceived usefulness, ease of use, service quality, trust, customer satisfaction and repurchase intention (Continue)

Variables	Operational Definition	Indicators	Scale
Customer Satisfaction (Oliver, 2015; Anderson & Fornell, 2000)	Consumer satisfaction is a positive attitude or response from consumers after getting experience with a particular product or service that meets their expectations.	1) Services according to needs (CS1) 2) Pleasure (CS2) 3) Guarantees provided (CS3) 4) Real evidence of service (CS4)	1-6 scale
Repurchase Intention (Bedua-Taylor et al., 2022)	Repurchase intention is a decision made by consumers to use the same brand again in the future or the long term. It is supported by brand trust, loyalty, and customer satisfaction based on previous experiences or products that suit consumer needs.	1) Repeat transactions (RI1) 2) Long-term transactions (RI2) 3) Desire to repeat transactions due to product suitability to consumer needs (RI3) 4) Desire to repurchase due to previous experience (RI4) 5) Desire to recommend after previous experience (RI5)	1-6 scale

4.4 Data Collection

A questionnaire with a Likert scale was used to collect the data. The questionnaire was distributed across several cities in Indonesia, including Jabodetabek, Bandung, Surabaya, Medan, Makassar, Balikpapan, and Yogyakarta. These cities were selected because they represent major urban areas on each island in Indonesia and account for a 70% market share (Gojek, 2019). Questionnaires were distributed to respondents based on predetermined criteria over four months, using Google Forms.

4.5 Data Analysis

Data analysis was conducted using SEM-PLS with SmartPLS 4.0. PLS-SEM operates effectively with small sample sizes and complex models without requiring most distributional assumptions. Two models were tested: the measurement model (outer) and the structural model (inner). The measurement model assesses each item's validity and reliability, while the structural model examines predictive ability and constructs relationships. Validity testing includes convergent and discriminant validity, composite reliability, and Cronbach's alpha coefficient (Kock, 2022). Kock (2022) mentioned that indirect effects tests determine if other factors mediate relationships between variables by comparing the p-values of direct and indirect effects. The model was then used to test hypotheses.

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5. Findings

5.1 Evaluation of Measurement Models (Outer Model)

The outer model's validity and reliability must be assessed. Validity requires indicator loadings above 0.7, a p-value < 0.05, and an AVE above 0.5. Reliability necessitates composite reliability (CR) and Cronbach's alpha (CA) values of at least 0.7 (Hair et al., 2022). Invalid items (SQ1, SQ2, CS4, TR2, RI2) were removed, and the data was reprocessed. Table 2 demonstrates that all items now meet the validity and reliability criteria, confirming their validity and reliability.

Table 2. Results of measurement: validity and reliability of perceived price, perceived usefulness, ease of use, service quality, customer satisfaction, trust, and repurchase intentions

Variables	Items	Loading factor	AVEs	CR	CA
Perceived Price (PP)	1	0.867	0.737	0.918	0.880
	2	0.892			
	3	0.808			
	4	0.864			
Perceived Usefulness (PU)	1	0.863	0.730	0.915	0.877
	2	0.845			
	3	0.869			
	4	0.840			
Perceived Ease of Use (PEU)	1	0.880	0.749	0.923	0.888
	2	0.901			
	3	0.822			
	4	0.858			
Service Quality (SQ)	3	0.831	0.720	0.911	0.870
	4	0.856			
	5	0.852			
	6	0.854			
Trust (TR)	1	0.890	0.757	0.903	0.840
	3	0.872			
	4	0.848			
Customer Satisfaction (CS)	1	0.889	0.789	0.918	0.866
	2	0.899			
	3	0.876			
Repurchase Intention (RI)	1	0.851	0.737	0.918	0.881
	3	0.879			
	4	0.875			
	5	0.827			

Table 2 shows that all cross-loading values for each indicator exceed 0.7, and the AVE value exceeds 0.5. The CA and CR values for each variable also exceed 0.7. Therefore, the developed model demonstrates valid and reliable findings. Based on Table 2, this study investigated seven variables with different average values across various indicators. In the perceived price variable, indicator 2 is more dominant, indicating that respondents prioritize a price commensurate with product quality as a basis for ordering food online. In the perceived usefulness variable, indicator 3 is more dominant, suggesting that respondents consider ease of work as a primary factor when ordering food online. For the perceived ease of use variable, indicator 2 is more dominant, showing that respondents find the technology easy to understand when ordering food online.

Furthermore, indicator 4 is more dominant for the service quality variable, indicating that the respondents prioritize the benefits of various features from the online food delivery (OFD) platform as a basis for ordering food online. In the trust variable, indicator 1 is more dominant, suggesting that respondents consider their confidence in the OFD platform fulfilling its commitments as a key factor when ordering food online. For the customer satisfaction variable, indicator 2 is more dominant, showing that respondents base their choice to shop at OFD on their satisfaction with the online ordering experience. Finally, in the repurchase intention variable, indicator 3 is more dominant, indicating that respondents are motivated to transact again at OFD because the product meets consumer needs.

5.2 Evaluation of Structural Models (Inner Model)

This stage evaluates the model's predictive ability and the correlation between variables. The key factors are the significance of the path coefficient, the R^2 value, the effect size (f^2), and the predictive values (Q^2). As shown in Table 3, the R^2 of TR is 0.504, indicating that 50.4% of the variance in TR is explained by PP, with the remainder explained by other variables not included in the model. The R^2 of CS is 0.694, indicating that 69.4% of the variance in CS is explained by the independent variables PU, PEU, and SQ. The R^2 of RI is 0.632, indicating that 63.2% of the variance in RI is explained by the independent variables PP, PU, PEU, SQ, TR, and CS. An R^2 value between 0.5 and 0.75 indicates that the model's prediction accuracy has a moderate effect (Chin, 2010), and all R^2 values for TR, CS, and RI exhibit a moderate effect. The remainder is explained by other variables not included in the model.

Table 3. The construct's predictive power is evaluated using R^2 and Q^2 results of trust, customer satisfaction, and repurchase intention

Variables	R^2	Q^2
Trust (TR)	0.504	0.501
Customer Satisfaction (CS)	0.694	0.686
Repurchase Intention (RI)	0.632	0.596

Q^2 indicates predictive relevance. A Q^2 value above 0 shows the model has predictive relevance (Hair et al., 2019). Specifically, $Q^2 > 0$ indicates low, $Q^2 > 0.25$ indicates moderate, and $Q^2 > 0.5$ indicates high predictive relevance (Hair et al., 2019). The Q^2 values for TR, CS, and RI are 0.501, 0.686, and 0.596, respectively, indicating high predictive ability. To test the hypotheses and examine the relationships between exogenous and endogenous variables, a significance test is conducted. A p-value < 0.05 at a 5% significance level indicates a significant effect (Hair et al., 2019). The results of the hypothesis tests are shown in Figure 2 and Table 4.

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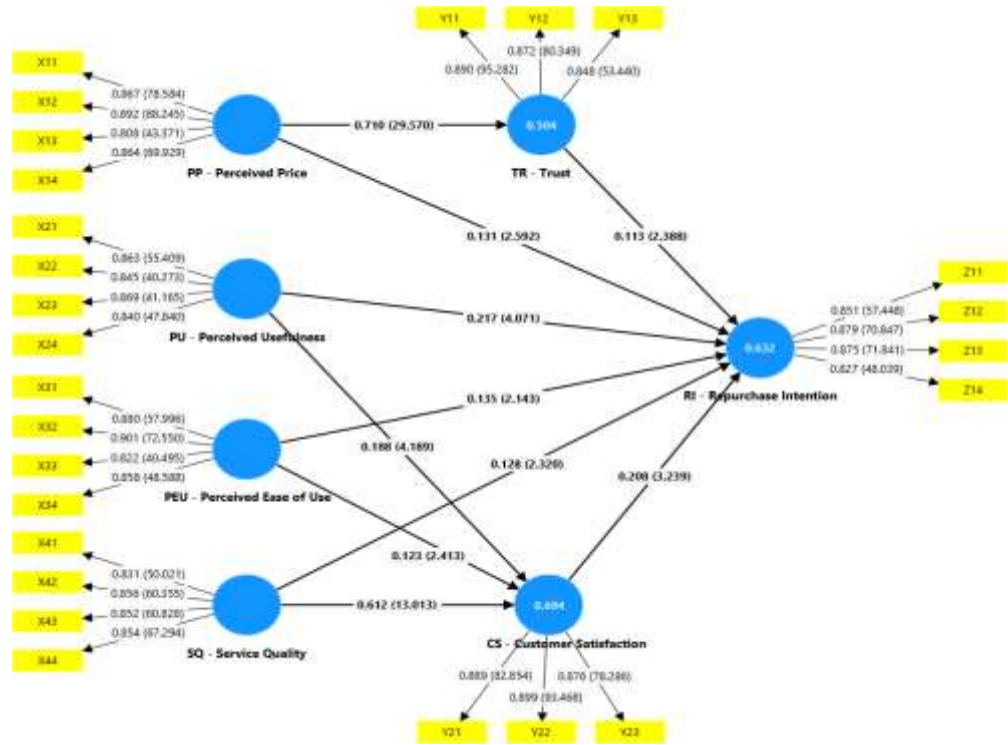CONSUMER SCIENCES

Figure 2. Structural model results of perceived price, perceived usefulness, ease of use, service quality, customer satisfaction, trust, and repurchase intentions

Table 4 shows that all fourteen of Ho's hypotheses were rejected, as the p-value < α = 0.05. This indicates that all independent variables (such as perceived price and perceived usefulness) significantly affect the dependent variable (such as repurchase intentions). The f^2 values indicate each construct's contribution to user satisfaction, trust, and repurchase intention. Values of 0.02, 0.15, and 0.35 represent low, moderate, and high influences, respectively (Hair, 2022; Kock, 2022). This means that the influence of PP on TR, and SQ on CS is in the large category, while the others are in the small influence category.

Table 4. Structural model results to test Hypotheses

Hypothesis	Path	Coefficient	p-value	f^2 Effect Size	Result
H-1	PP→ TR	0.710***	0.000	1.015	Accepted
H-2	PP → RI	0.131*	0.010	0.017	Accepted
H-3	PU → CS	0.188***	0.000	0.047	Accepted
H-4	PEU → CS	0.123*	0.016	0.019	Accepted
H-5	SQ →CS	0.612***	0.000	0.689	Accepted
H-6	PU → RI	0.217***	0.000	0.050	Accepted
H-7	PEU → RI	0.135*	0.032	0.018	Accepted
H-8	SQ → RI	0.128*	0.021	0.012	Accepted
H-9	TR → RI	0.113*	0.017	0.012	Accepted
H-10	CS → RI	0.208**	0.001	0.031	Accepted
H-11	PP →TR → RI	0.080*	0.018		Accepted
H-12	PU → CS → RI	0.039**	0.006		Accepted
H-13	PEU → CS → RI	0.026*	0.038		Accepted
H-14	SQ → CS → RI	0.127**	0.003		Accepted

Notes: Perceived price (PP), Trust (TR), Perceived usefulness (PU), Perceived ease of use (PEU), Service quality (SQ), Customer satisfaction (CS) and Repurchase intention (RI). *The Coefficient is statistically significant at p<0.05; ** the coefficient is statistically significant at p<0.01; *** the coefficient is statistically significant at p<0.001.

Based on Table 4 and Figure 2, there is evidence of both direct and indirect influences of endogenous variables on exogenous variables, with a p-value less than 0.05. In the direct influence of the PU, PEU, and SQ variables on CS, the effect size indicates that SQ is more dominant in influencing CS; respondents consider service quality as a key factor in achieving shopping satisfaction with OFD. Regarding the effect size, the direct influence of all independent variables on repurchase intention reveals that perceived usefulness is more dominant; respondents prefer ordering food through OFD because it simplifies their tasks compared to buying offline. For the indirect influence of trust on the relationship between perceived price and purchase intention, respondents believe that a price aligned with product quality enhances their trust in OFD, ultimately leading to repeat purchases. Meanwhile, the indirect influence of customer satisfaction on the relationship between PU, PEU, and SQ with repurchase intention indicates that most respondents find online transactions useful, the process easy to use, and that high service quality ensures all customers receive excellent service. As a result, customers feel satisfied and are more likely to repurchase from OFD.

6. Discussion

6.1 The Influence of Perceived Price on Trust

Based on Table 4, Hypothesis 1 demonstrates a positive relationship between perceived price and trust. Consumers typically have a specific price range they are willing to pay. If a product's price exceeds this range, they may refrain from purchasing, while a price below this range may lead them to question the product's quality (Setiawan & Achyar, 2021). In online transactions, consumers are willing to pay a higher price for more trustworthy vendors (Japarianto & Adelia, 2020). The results of this study indicate that respondents are willing to pay a higher price for OFD platforms (GoFood, GrabFood, or ShopeeFood) that they trust more. Among the perceived price variable items, the most dominant are the second and first items, with the highest loading factor values ("prices that match the quality of the product" and "Affordable product prices"). This suggests that product prices aligning with quality and affordability enhance confidence that online food delivery providers consistently fulfill commitments. These findings align with research by Yulia and Mulyowahyudi (2023), Jeaheng et al. (2020), and Hride et al. (2022), indicating that the price perception variable has a positive and significant effect on the perception of trust.

6.2 The Influence of Perceived Price on Repurchase Intention

Hypothesis 2 indicates that price perception positively impacts repurchase intention. Customers make purchases when they perceive benefits to outweigh costs. According to prospect theory, they avoid risks and prefer smaller, certain benefits over larger, uncertain ones. In online shopping, consumers prioritize certainty over monetary gain (Setiawan & Achyar, 2021). The study results indicate that respondents are willing to pay a higher price for OFD platforms (GoFood, GrabFood, or ShopeeFood) because the benefits are greater and certain, leading to repeat purchases. Among the price perception variable items, the most dominant, according to respondents, are the second and first items, with the highest loading factor values ("prices that match product quality" and "affordable product prices"). This suggests that product prices aligning with quality and affordability enhance respondents' desire to engage in repeat transactions, as the product meets consumer needs and prior experiences. This finding aligns with research by Miao et al. (2021), Singh and Alok (2022), Cuong (2023), and Kristianingsih and Edastama (2024), who stated that the price perception has a positive and significant effect on repurchase interest.

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6.3   The Influence of Perceived Usefulness on Customer Satisfaction

Hypothesis 3 demonstrates that perceived usefulness positively affects customer satisfaction. The majority of respondents find online transactions beneficial and are satisfied with them. The perceived usefulness of online shopping pertains to how e-commerce platforms enhance customer success. Customers who perceive information technology as beneficial tend to be more satisfied and content (Cuong, 2023). Among the items related to perceived usefulness, the most dominant, according to respondents, are the third and first items, with the highest loading factor values ("make work easier" and "work faster"). This indicates that respondents believe that using OFD to purchase food facilitates faster and easier work, enhancing consumer satisfaction and aligning the services provided with their needs. These findings align with research by Choi (2020), Wilson et al. (2021b), Cuong (2023), and Amin et al. (2014), which stated that perceived usefulness has a positive and significant effect on consumer satisfaction.

6.4   The Influence of Perceived Ease of Use on Customer Satisfaction

Hypothesis 4 indicates that perceived ease of use positively impacts customer satisfaction. When customers find a shopping website easy to use, their satisfaction increases. Perceived ease of use refers to the buyer's perception of how effortless online shopping will be. Customers who perceive their online transactions as straightforward tend to be more satisfied (Cuong, 2023). Among the perceived ease of use variable items, the most dominant, according to respondents, are the second and first items ("ease of understanding" and "learning"). This suggests that OFD should provide specific instructions on operating the website, including illustrations and tutorials, to facilitate ease of understanding and use, particularly for first-time shoppers. These results indicate that the easier the OFD application is to learn and understand, the greater the increase in consumer satisfaction and improvement in perceptions of the services provided. This finding is consistent with research by Wilson et al. (2021a), Wilson et al. (2021b), Cuong (2023), and Liu et al. (2023).

6.5   The Influence of Service Quality on Customer Satisfaction

Hypothesis 5 demonstrates that service quality positively influences customer satisfaction. This suggests that consumers are more likely to be satisfied with their online shopping experience if they are pleased with the quality of service. According to Kuska et al. (2024), high-quality electronic services enhance customer satisfaction by providing easy, effective, and efficient shopping experiences; the connection between e-service quality and e-satisfaction is crucial in online services. In this study, the most dominant service quality variable items, according to respondents, are the fourth and sixth items ("benefits of various features" and "quality of customer service response"). This implies that OFD platform managers should design websites with diverse and attractive features. Additionally, providing a high-quality and prompt customer service response enhances consumer satisfaction and improves perceptions of the services provided. This study is consistent with research by Kuska et al. (2024), Ginting et al. (2023), Xue et al. (2021), and Suhartanto et al. (2019), and contrasts with the study by Taufik et al. (2022), where the service quality was found to have no effect on customer satisfaction.

6.6   The Influence of Perceived Usefulness on Repurchase Intention

Hypothesis 6 indicates that perceived usefulness positively affects repurchase intention. Most respondents find online transactions beneficial and are likely to repurchase. Perceived usefulness significantly predicts customers' intentions to make additional purchases. It also predicts the intention to repurchase while shopping online and revisit

an online store (Cuong, 2023). In this study, the most dominant perceived usefulness items, according to respondents, are the third and first items. This suggests that if OFD facilitates faster work and simplifies tasks, it increases the desire to repeat transactions due to the product's alignment with consumer needs and prior experiences. This result is consistent with the research by Chanthasaksathian and Nuangjamnong (2021), Yeo et al. (2021), and Choi (2020).

6.7   The Influence of Perceived Ease of Use on Repurchase Intention

Hypothesis 7 indicates that perceived ease of use positively influences repurchase intention. Customers who find the process easy to use will likely continue shopping online. According to Cuong (2023), perceived ease of use refers to the extent buyers find online shopping effortless. It reflects the simplicity and clarity of e-commerce sites, and customers' willingness to invest effort in online searches affects it. When consumers perceive e-commerce sites as user-friendly, their intention to repurchase online increases. Among the perceived ease of use variable items, the most dominant, according to respondents, are the second and first items. These results indicate that the more manageable the OFD application is to learn and understand, the greater the increase in the desire to repeat transactions due to the product's alignment with consumer needs and previous experiences. This result aligns with the research of Wilson et al. (2021a), Chanthasaksathian, and Nuangjamnong (2021).

6.8   The Influence of Service Quality on Repurchase Intention

Hypothesis 8 shows that service quality positively impacts repurchase intention. The findings suggest that higher service quality encourages more customers to return to OFD. Typically, high service quality enhances a customer's intention to return to a restaurant. Providing attentive service is a key quality feature that boosts customer satisfaction and leads to repeat visits (Polas et al., 2022). In this study, the most dominant service quality items, according to respondents, are the fourth and sixth items. These results indicate that the more valuable the sharing of OFD features and the higher the quality of customer service response, the greater the desire for repeat transactions due to the product's alignment with consumer needs and previous experiences. Therefore, OFD platforms should ensure their websites are technically efficient and visually appealing. Additionally, OFD should enhance the quality of customer service. Customers who experience high-quality service will be satisfied with their purchase and intend to buy from the website again. This result aligns with the research by Kristianingsih and Edastama (2024), Polas et al. (2022), and Xue et al. (2021).

6.9   The Influence of Trust on Repurchase Intention

Hypothesis 9 indicates that trust positively affects repurchase intention. The findings suggest that higher trust encourages more customers to return to OFD. According to Chanthasaksathian and Nuangjamnong (2021), trust involves placing oneself in a vulnerable position by expecting another party to fulfill an important action. Consequently, trust influences customers' intention to repurchase, as they are likely to repeatedly buy from a store they trust. In this study, the most dominant trust items, according to respondents, are the first and third items, which have the highest loading factor values ("individual's level of confidence that the other party fulfills commitments made" and "level of clarity and consistency from the other party"). These results indicate that the greater the individual confidence that the online food delivery party clearly and consistently fulfills commitments, the more the desire for repeat transactions increases due to the product's alignment with consumer needs and prior experiences. This result

aligns with the research by Tian et al. (2022), Chanthasaksathian and Nuangjamnong (2021).

6.10 The Influence of Customer Satisfaction on Repurchase Intention

Hypothesis 10 demonstrates that customer satisfaction positively affects repurchase intention. The findings suggest that higher online customer satisfaction leads to increased returns to OFD. According to Cuong (2023), online customer satisfaction refers to a buyer's evaluation after purchasing products or services online. The relationship between online customer satisfaction and repurchase intention indicates that when customers have a positive online buying experience, they are likely to make another purchase. In this study, the most dominant satisfaction items, according to respondents, are the second and first items, which have the highest loading factor values ("pleasure" and "services according to needs"). These results suggest that as consumer pleasure and perceptions of the services provided according to needs improve, the desire to repeat transactions increases due to the product's alignment with consumer needs and prior experiences. To boost online repurchase intention, OFD should implement strategic programs to enhance customer happiness and validate their shopping decisions. Customers with a positive OFD shopping experience are more likely to make future purchases from the same store. This result aligns with research by Suhartanto et al. (2019), Miao et al. (2022), Lin et al. (2022), and Cuong (2023).

6.11 The Influence of Perceived Price on Repurchase Intention via Trust

Findings related to Hypothesis 11 indicate that trust significantly influences the effect of perceived price on repurchase intention. This suggests that as customers perceive prices to be competitive, their trust increases, making them more likely to shop with OFD again. Among the perceived price, trust, and repurchase intention variables, the most dominant items, according to respondents, indicate that affordable product prices that align with product quality increase the desire for repeat transactions. This is due to increased individual confidence that the online food delivery service fulfills commitments clearly and consistently. These results are consistent with the research by Yulia and Mulyowahyudi (2023), which states that to improve price perception, Gofood needs to monitor its prices to ensure they are neither too high nor too low so that consumers are confident and willing to make repeat purchases.

6.12 The Influence of Perceived Usefulness on Repurchase Intention via Customer Satisfaction

Findings related to Hypothesis 12 indicate that customer satisfaction significantly influences the effect of perceived usefulness on repurchase intention. This demonstrates that most customers find online transactions useful, are satisfied, and are likely to repurchase. Among the perceived usefulness, satisfaction, and repurchase intention variable items, the most dominant, according to respondents, suggests that OFD should implement a communication plan that makes customers feel valued when using the website and assist clients in finding specific information through efficient search tools. Customers who perceive a shopping website as helpful are more satisfied and develop repurchase intentions. These results align with Wilson et al.'s (2021a) and Nuralam et al. (2024) research. The study by Nuralam et al. (2024) emphasizes the critical role of perceived usefulness in driving repurchase intention. When customers find a platform easy to use and beneficial, they are more satisfied with their online shopping experience, encouraging repeat purchases and creating a continuous purchase cycle for e-commerce companies.

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6.13 The Influence of Perceived Ease of Use on Repurchase Intention via Customer Satisfaction

The result of Hypothesis 13 indicate that customer satisfaction significantly affects the impact of perceived ease of use on repurchase intention. Customers will be satisfied and continue shopping online if they find the process easy to use. Among the perceived ease of use, satisfaction, and repurchase intention variables, the most dominant items, according to respondents, suggest that OFD should implement an advertising strategy to make the website user-friendly for searching and shopping. They should also provide clear instructions on website operation and transactions, including illustrations and video tutorials, to assist users, especially first-time shoppers, in easily finding and purchasing items. When customers find a shopping website easy to use, they become satisfied and develop repurchase intentions. These findings align with Nuralam et al. (2024), who found that perceived ease of use influences repurchase intention, with customer satisfaction partially mediating this relationship. The study emphasizes the critical role of perceived ease of use in driving repurchase intention. When customers find a platform that is easy to use and beneficial, they experience greater satisfaction with their online shopping, encouraging repeat purchases and creating a continuous purchase cycle for e-commerce companies.

6.14 The Influence of Service Quality on Repurchase Intention via Customer Satisfaction

Findings related to Hypothesis 14 indicate that customer satisfaction significantly influences the effect of service quality on repurchase intention. Among the perceived service quality, satisfaction, and repurchase intention variables, the most dominant items, according to respondents, suggest that improving service quality enhances customer satisfaction and increases the likelihood of future repurchases. High service quality ensures that all customers receive excellent service, particularly those who value various features, quick and quality responses, and appealing visual design. Enhanced electronic services lead to greater customer satisfaction, making them more likely to repurchase through OFD. These results align with research by Xue et al. (2021), Ginting et al. (2023), and Putprakob et al. (2024), who found that service quality affects repurchase intention, with customer satisfaction partially mediating this relationship.

6.15 Managerial Implication

The managerial implications of this study are as follows: OFD should provide affordable product prices and good product quality, increasing individual confidence that OFD fulfills commitments made clearly and consistently. In addition, OFD should have a communication plan with customers through the website so that they feel valued when using the website. Furthermore, OFD should create a website that is easy to use for searching and shopping by providing efficient search tools, especially for first-time buyers, to find and order food easily. On the other hand, OFD should also ensure that all customers receive excellent service, including features, fast and quality responses, and attractive visual designs.

6.16 Theoretical Contribution

This study determined the factors influencing consumer decision-making when choosing online food delivery (OFD) in Indonesia. This study employed a modified Technology Acceptance Model (TAM) approach to determine the factors that consumers consider in choosing the OFD platform (GoFood, GrabFood, and ShopeeFood) after the COVID-19 pandemic in seven major cities in Indonesia. Previous research was conducted during and before Covid in one city only. The results of the measurements and structural models

show that the variables of price perception, perception of usefulness, ease of use, service quality, customer satisfaction, and trust influence OFD repurchase interest, especially perception of usefulness, which has the most dominant influence. The findings of this study strengthen the findings of previous studies, that perception of usefulness has the most dominant influence on repurchase interest. These results indicate that, according to consumers, OFD operates efficiently and simplifies the process, allowing consumers to remain in one location without needing to leave, enabling them to engage in other activities while awaiting food delivery. Additionally, the product's alignment with consumer needs and previous experience with OFD (customer experience) are critical factors influencing customers' decisions to make repeat transactions.

6.17 Limitations

This study has several limitations, including its focus on only seven major cities in Indonesia and a limited sample size due to the use of non-probability sampling, which should be considered in future research. Therefore, conducting further research with a larger sample from each city and including additional major cities in Indonesia is recommended. Another limitation is that this study was restricted to the OFD platforms GoFood, GrabFood, and ShopeeFood. Meanwhile, several restaurants, such as Pizza Hut and KFC, sell directly to customers through delivery services. Future research could explore delivery services that do not utilize platforms like Pizza Hut or KFC.

7.   Conclusions

The data analysis revealed that the fourteen hypotheses are accepted. The analysis concluded that price perception, perceived usefulness, ease of use, service quality, customer satisfaction, and trust influence repurchase intention. Perceived usefulness is the most dominant factor influencing customer repurchase intention, suggesting that, according to consumers, OFD simplifies tasks, is useful, and provides faster food delivery services.

Trust mediates the relationship between price perception and repurchase intention, indicating that affordable prices consistent with product quality foster consumer trust in OFD, leading to repeat purchases. Customer satisfaction mediates the relationship between perceived usefulness, ease of use, service quality, and repurchase intention. Notably, service quality has a dominant influence, implying that excellent OFD service can enhance customer satisfaction, ultimately leading to repeat purchases.

8.   Recommendation

Further research should expand the number of cities from various islands, such as Sumatera, Kalimantan, and Sulawesi. In this study, only one city is represented. Further research could also incorporate variables related to sustainability and artificial intelligence technology. Additionally, it could investigate consumer factors influencing the choice of non-platform OFDs, such as Pizza Hut and Kentucky Fried Chicken (KFC).

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