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msu
management &
science university

TITLE:

DETERMINANT FACTORS IN INFLUENCING CUSTOMER INTENTION TO USE FOOD DELIVERY APPLICATION IN PALEMBANG CITY, INDONESIA

NAME & MATRIX

DIAH FITRIA SENTOT (012022091732)

LECTURER:

DR NURKHALIDA MAKMOR

POLITEKNIK
NEGERI
JAKARTA

SUPERVISOR:

DR SITI HAJAR



MANAGEMENT AND SCIENCE UNIVERSITY

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Dissertation Grading Rubric



STUDENT NAME: DIAH FITRIA SENTOT

MATRIC ID: 012022091732

Measurable Attributes	1	2	3	4	Weight	Marks
1. Explication of how the study relates to a phenomenon or area of interest within the discipline	Provides a vague (or no) description of the relationship	Provides some explication of the relationship	Provides a clear explication of the relationship	Explicates the relationship in an insightful manner	1	
2. Specification and limitation of the research problem and questions	Provides very vague description of the research problem and questions	Provides limited specification of the research problem and questions	Provides clear specification and limitation of the research problem and questions	Provides an engaging specification and limitation of the research problem and questions	1	
3. Review of literature	Reports on earlier literature without connecting it to the research problem and question, and/or fails to identify relevant literature	Reports on earlier literature without connecting it clearly to the research problem and question	Reviews earlier literature relevant to the research problem and questions	Demonstrates critical thinking creativity and insight in reviewing earlier literature relevant to the research problem and questions	4	

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<p>4. Develops a systematic and logical approach to the inquiry</p>	<p>Provides a vague explanation of the approach to the inquiry; Fails to logically describe planned approach</p>	<p>Describes logically and clearly the research approach</p>	<p>Describes logically and clearly the research approach with a clear justification of the chosen approach above other approaches</p>	<p>In addition to the description for "Good": Explains how the chosen approach fits into existing paradigms of research methodologies and their limits</p>	<p>2</p>	
<p>5. Develops conceptual Synthesis/framework</p>	<p>Fails to develop a conceptual structure</p>	<p>Identifies some appropriate concepts and explains what they mean</p>	<p>Clearly identifies appropriate concepts and explains what they mean in the context of the study; Demonstrates a conceptual structure</p>	<p>Develops and applies a clear and consistent conceptual structure through synthesis of other/new concepts or lenses</p>	<p>4</p>	
<p>6. Collects and uses empirical material/data (if applicable)</p>	<p>Fails to clarify what material/data is used or how it is used; or uses inappropriate material/data; or exhibits inappropriate use of material/data</p>	<p>Identifies appropriate material/data and explains how it is used</p>	<p>Clearly identifies appropriate material/data and explains how it is used; Uses material/data in a way that is consistent with the logic of the inquiry and its purpose</p>	<p>In addition to the description for "Good": Identifies problematic issues and limits to the use of the material/data</p>	<p>3</p>	
<p>7. Interprets and discusses results; draws conclusions</p>	<p>Provides unclear interpretations and conclusions, or provides conclusions</p>	<p>Makes some interpretation and draws conclusions; Provides little discussion</p>	<p>Provides clear interpretations that emerge from analysis and draws</p>	<p>In addition to the description for "Good": Identifies and discusses problematic issues and limits; Where relevant</p>	<p>4</p>	



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ons	that do not					
8. Academic style, language use and readability	Uses nonacademic style; inaccurate language use interferes with reading and comprehension; citation format not observed	Uses language sufficiently accurately and appropriately for comprehension but use of illustration and examples infrequent and/or not fully competent; citation format not always observed	Uses appropriate academic language well; minor errors may exist but do not interfere with fluent reading and comprehension; illustrations and examples contribute to the clarity of the arguments; citation format almost always observed	Produces a thesis that meets academic citing standards; readily conveys meaning; illustrations and examples enhance the clarity of the arguments; citation format consistently observed	3	
9. Consistency and coherence of the thesis	Text is fragmented and unbalanced; internal links among theory, methods and results are not explicit; problems with headings and paragraph and section structure	Text is not fully balanced; some key internal links are missing; does not fully form a coherent whole; some problems with headings and paragraph and section structure	Forms a balanced and coherent whole; some internal linkages are implicit rather than explicit; headings and paragraph and section structure typically support the overall coherence	Forms a coherent whole with consistent and explicit internal linkages; has a logical flow of argumentation with neat headings and clearly structured paragraphs and sections	3	
TOTAL						



ABSTRACT

People are finding it easier to conduct online transactions as technology advances. One of them is using an online application to order food. Online food delivery service applications are becoming more prevalent in Indonesia cities, including Palembang, the site of this research. At the moment, consumers in Indonesia have numerous option for online food delivery services. For example there are Gofood, Grabfood, and Shopeefood. As for methodology, primary data was collected from a sample of 350 OFD users in Palembang using survey instruments. The collected data were analyzed using SPSS. The aim of this paper is to propose a conceptual model regarding consumer intention to use OFD application and its determinants factor. The hypotheses are developed based on the previous studies and finally a conceptual model of the study is proposed. Independent variables in this analysis are perceived usefulness, social interaction, and condition. All independent variables significantly have relationship with customer's intention to use online food delivery application in Palembang city. The regression analysis reveals that R² value of all dependant variables in influencing customers' intention to use online food delivery application is 32% (R² = 0,321). Therefore, this paper expects to achieving a better understanding to explore determinants factors in influencing customers intention to use food delivery application in Palembang based on the factors described above. This topic of studies is expected to help socially and economically potential for food delivery application developer to develop their application to be better in the future.

Keywords: food delivery application, intention to use, influencing factors, mobile application, perceived usefulness

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CHAPTER 1

INTRODUCTION

1.1 Introduction

This chapter will explain about determinants factors in influencing customers to use food delivery application in Palembang city, Indonesia. This chapter also contain problem statement, research objectives, research questions, key terms, and also significant of study for this research. As for significant of this study is to to explore determinants factors in influencing customers to use food delivery app in Indonesia based on the perceived usefulness, social interaction and condition factors. This study provides a clear presentation on these factors and its impact to consumer decision making process, giving the provider insights on which strategy is more appropriate and useful for them.

1.2 Research Background

Digital mobile application development has been extremely rapid over the previous ten years. In Indonesia, food delivery application are well appreciated. Many mobile apps, such as Grab food, Gojek food, and Shopee food, connect users with a diverse choice of restaurants in their immediate region. The Covid-19 pandemic has had a significant impact on Indonesian consumer behavior, particularly their preferred mode of ordering food and



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beverage items. According to Nielsen Singapore study, almost 58% of Indonesian consumers order food and beverage items using online mobile apps [Jayani, 2019]. As a result, the use of the Go-food app has increased by roughly 30%. In 2019, there were 20 million Go-food users, which climbed to 26 million users in 2020. [medcom.id, 2020] . This large surge has occurred in other mobile apps as well. Because of the intense rivalry among mobile apps, each provider must conduct extensive research into the elements that influence their intents (to buy food and beverage products). As a result, they will be able to survive and thrive in this genuine market.

An intention has been defined as a person's commitment, plan, or decision to carry out an action or achieve a goal [Eagly Chaiken, 1993] . There are several factors that influence consumer's intentions to buy products. The first and most important factor is perceived usefulness. For example, ordering food and beverage products by mobile application have many benefits like: consumer can choose all products from digital menu, minimum physical interaction, digital payment, and then the consumer can just relax waiting it to arrive.

The second factor is conditional factor. The covid-19 pandemic in year 2020 is the main factor that changed the consumer behavior, because they are restricted to do outdoor activities because of quarantine. Or someone's hectic work condition that makes him/her difficult to spare time



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for eating at restaurant/caffe/food court. So, mobile application is the solution.

The third factor is interaction factor. Many consumers like if the application provider give them offline or online positive interactions. For example: loyalty programs, discount at special occasion, fast customer service response, offline user community gathering and special update group in WhatsApp/Facebook/Telegram. Through these positive interactions, there will appear trust and emotional intimacy from the consumer.

Therefore, the current study attempts to explore determinants factors in influencing customers to use food delivery app in Indonesia based on the factors described above. Although these immense potentialities, limited prior scientific literature examined factors influencing intentions to use food delivery app in Indonesia [Marcella Puspita, 2020]. This topic of studies will help socially and economically potential for food delivery app developer to develop their application to be better.

Scholars have used different theoretical frameworks, including theory of reasoned action (TRA), technology acceptance model (TAM), and theory of planned behavior (TPB) to measure consumer intention and behavior in using food delivery app [Mega Nurwani, 2022]. Previous study with similar topic has been done in Klang Valley, Malaysia by [Chung, Al-Khaled, Martin, 2022] with consumer attitude, perceived usefulness and



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perceived ease of use as the variables. Researcher want to develop a study to find the relation between perceived usefulness, social interaction, and condition towards costumer intention to use food delivery application in Indonesia. Thus, the current study can present a different perspective from the previous studies.

1.3 Problem Statement

At the moment, consumers in Indonesia have numerous options for online food delivery services. Of course, the abundance of online food delivery options creates competition for food delivery service providers. A comparison of price and quality provided by each service provider is also a factor for consumers when using a single application. Previous research on online food delivery services in Indonesia yielded less positive results, such as the fact that the price consumers were required to pay was not proportionate to the service they received. Consumers often prefer to buy their own food to their outlets due to the length of time for food delivery and the final price of applications that are too expensive (Varsha, et al, 2021).

The second problem is that there are still issues with customer service. Based on field experience, food delivery errors are common, and consumer orders are frequently resolved unilaterally by the online food delivery driver. [Abdul, 2022] indicate the disappointing of customer service care is real problem for Shopeefood's user. The disappointed feeling due to



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the longer waiting time of food order and not received the order on time. The cases indicate. “One hour has passed since I placed my ShopeeFood order, but the driver has yet to deliver it. Due to the lack of response from the first driver, the driver was finally re-searched. It turned out that the restaurant was closed after the new driver arrived at the location”. Shopee should be more proactive in its problem-solving efforts. When the previous driver fails to arrive, Shopee can call him to determine his location and condition. However, the solution that has taken by Shopee Customer care is; after one hour, find another driver. And, of course, if consumer payments are made without cash, this is bad for consumers. Customer service at several service providers is also slow in dealing with these issues, and it frequently takes a long time for money to be returned to customers.

The issues raised above will have an impact on consumer intentions to use online food delivery services. Service providers must respond quickly to these issues and investigate which factors are most influential in influencing consumers' intentions to use their applications.

1.4 Research Objectives

1. To determine the relationship between perceived usefulness and intention to use food delivery application
2. To determine the relationship between social interaction and intention to use food delivery application



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3. To determine the relationship between condition and intention to use food delivery application

1.5 Research Questions

1. What is the effect between perceived usefulness and intention to use food delivery application?
2. What is the effect between social interaction and intention to use food delivery application?
3. What is the effect between condition and intention to use food delivery application?

1.6 Definition of Key Terms

Food delivery application – Food delivery application is defined as an online food ordering system is software that lets restaurants, coffee shops, or bars accept orders online. It typically allows customers to choose and pay for food, then alerts the kitchen when an order is made. Food delivery application is growing not only in Asian countries but around the world. As people's lives get hectic day after day, they have little time to go out to eat or make a homemade meal. They prefer to use online food application. According to [Chen, 2019] , developers are seeking to offer profitable services and products as a new point of differentiation and to offer consumers greater value are utilising innovative delivery techniques.



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Intention to Use – Intention to use defines as the degree to which a person has formulated conscious plans to perform or not perform some specified future behavior. [Venkates, Brown, Bala, 2013]also said intention to use is a person's possibility of action or a customer's readiness to subscribe to the system in the future

Influencing Factors – The influencing factors are those factors that can affect some features of target object. Influencing factors can be used as control variables to determine key influencing factors of an object. Condition like Covid – 19 pandemic in the last two years is one of the influencing factors that lead customer to use Online Food Delivery Application. Study had shown that people with tendency to do indoor activities are the one that have most intention to ordering food by online application [Kim, Kim, Hwang, 2021].

Social interaction – Social interaction is a social exchange between two or more individuals. This condition refers to face-to-face interactions during which parties are present in person for a set amount of time [Little, 2016].

Condition definition - Condition refers to factors in the environment that influence a person's desire to use some application. Conditions are situations that occur around the surrounding community and influence each other [Seomarwoto, 2005]

Perceived Usefulness – Perceived usefulness defined as the subjective



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perception of users where they believe that using certain technologies can improve the performance of their work. Perceived usefulness also defined as a belief that using technology will improve individual performance so that it affects the decision making process for using the technology [Jogiyanto, 2018].

1.7 Significant of Study

Because of very tough competition between food delivery application providers, their R&D division must do analysis of factors that influence consumer decision making process. There are many previous studies about consumer decision making process when using food delivery application in Indonesia, especially when COVID-19 pandemic happened. For example, GoFood application consumers skyrocketed during that pandemic. Chief Food Officer of Gojek Group Catherine said, in the last two months, there is surge by 20% of GoFood application consumers. [medcom.id, 2020] . With this significant increase in the usage of food delivery application, research in this topic is very interesting and much needed to do.

Additionally, several researchers tried to explore what are the determinants factors behind consumer's intention to use food delivery apps in Indonesia. A recent study by [Agustriyani al, 2021] indicate factors that influence costumer intention to use food delivery apps during Covid – 19



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pandemic is a positive consumers behavior. This consumer behavior is influenced by perceived usefulness, perceived ease of use and trustworthy from consumers in using this food delivery application. Other study showed that service quality from the application is the most influential factor in the intention to use the food delivery apps [Marcella Puspita, 2020].

Therefore, the current study attempts to explore determinants factors in influencing customers to use food delivery app in Indonesia based on the perceived usefulness, social interaction and condition factors. By analyzing the factors presented by this research, there will be an expansion on the current understanding of the usage of food delivery application. This study provides a clear presentation on these factors and its impact to consumer decision making process, giving the provider insights on which strategy is more appropriate and useful for them.

Specifically, this research will benefit food delivery application provider in deciding which marketing strategy should they employ. Long-time providers may also consider the result of this research to review their current marketing strategy.

Furthermore, a detailed presentation on the study of factors that influence consumer (of food delivery application) decision making process involved in this research may serve as a tool for further studies to innovate the current strategies being employed in the FNB Industry.



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CHAPTER 5

DISCUSSION

5.1 Introduction

This chapter summarize the study that researcher has done. In this section, the main finding of the study are reviewed in this chapter. The empirical evidence from this study are presented in the section of implication of this study. More over limitation and further research contributions from this analysis are explained in this chapter.

5.2 Summarization and Interpretation

All human actions are facilitated by technological improvement in this era of globalization. The presence of applications on our cellphones demonstrates the advancement of technology. The online food delivery application is one tool that can help us. You can instantly order food with this application. Online food delivery applications have been present in Indonesia for a long time. Online Food delivery is one of the features available on the online transportation application. Gofood, Grabfood, and Shopeefood are the online food delivery applications available in Palembang city, Indonesia.



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Several factors from both the internal and external sectors influence the use of online meal delivery applications. Perceived usefulness, as well as the presence of social interaction between online food delivery developer and customer, are the internal aspects that are analyzed in this study. Whereas the external factor that be as a subject of this study is the condition factor that impacts customer intention to use online food delivery application.

All factors that are mention above have been analyzed for this study. The result of the variables hypothesis that influence customer intention to use online food delivery application in Palembang city, Indonesia are as follows:

- i. As shown in the summary hypothesis table, perceived usefulness significantly influences intentions to use online food delivery application among customers in Palembang city, Indonesia. The main reason why the variable is matched with other variables is because the user who has used the application really feel the usefulness that can be obtained by using food delivery application. This correlates with the statement given in the previous respondent's questionnaire, that are, consumers feel comfortable ordering through an online food delivery application. The discount that is obtained when ordering through the application is also one of the



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influences of consumers in using this application.

As stated by [Agustriyani al, 2021], have found a significant impact between perceived usefulness and customer intention to use something. The results of this survey explain that consumers who use the food delivery app during this pandemic get many benefits such as saving time and making it easier to buy food.

As stated above, it can be concluded that the first hypothesis, namely perceived usefulness significantly influences intentions to use online food delivery application among customers in Palembang city, Indonesia is accepted.

- ii. As shown in the summary hypothesis table, social interaction significantly influences intentions to use online food delivery application among customers in Palembang city, Indonesia. The main reason why this variable match with the dependent variable is because the social interaction that has shown by the online food delivery application's developer have a significant impact towards customer intention to use this application. Social media like Instagram, and Youtube has shown a newest trending by other social media influencer. This phenomenon has influenced public consumer into using



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online food delivery application. Developer also using their social media to promote their product or discount in their application.

As stated by [Surya, Sukresna, Mardiyono, Factors Affecting Intention to Use Food Order-Delivery Feature of Ride-Hailing Applications: The UTAUT Approach, 2021] , have found a significant impact between social interaction and customer intention to use application. The results of this survey revealed that social interaction/social influence is a good predictor to determine consumer intention to use application services in Jordan.

As stated above, it can be concluded that the second hypothesis, namely social interaction is significantly associated with consumers' intention to use online food delivery application is accepted.

iii. As shown in the summary hypothesis table, condition significantly influences intentions to use online food delivery application among customers in Palembang city, Indonesia.

The main reason why this variable match with the dependent variable is in correlation with customer's condition that force them to using online food delivery application. For example,



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consumers tend to use online food delivery application during Covid-19 pandemic and while they are busy.

As stated by [Yeo, Goh, Rezaei, 2017] , have found a significant impact between social interaction and customer intention to use application. The results of this survey revealed that condition is one of the external factors that influence customer intention to use online food delivery application.

As stated above, it can be concluded that the third hypothesis, namely condition of the lockdown has significance influence toward consumers' intention to use online food delivery application is accepted.

5.3 Implication of Study

In conclusion, the introduction and conceptual framework of the study on the determinant factors influencing customer intention to use food delivery applications in Palembang City, Indonesia, provide a solid foundation for the research. The introduction effectively sets the context by highlighting the growing popularity of food delivery applications and the importance of understanding the factors that influence customers' intention to use them. It establishes the relevance and significance of the study in the specific context of Palembang City.



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The conceptual framework presented in the study provides a theoretical framework for understanding and analyzing the factors that influence customer intention to use food delivery applications. It incorporates relevant theories and constructs such as technology acceptance, trust, perceived value, and convenience. This framework offers a comprehensive view of the factors that may impact customer intentions in the specific context of Palembang City.

By developing a clear conceptual framework, the study lays the groundwork for subsequent empirical research. It provides a basis for formulating research hypotheses and guiding data collection and analysis. The identified determinant factors and their relationships within the conceptual framework will allow researchers to investigate the specific factors that influence customer intentions to use food delivery applications in Palembang City.

Overall, the introduction and conceptual framework of the study provide a strong starting point for the research, establishing the importance of the topic, contextualizing it within Palembang City, and offering a theoretical framework for understanding the determinant factors influencing customer intention to use food delivery applications.

5.3.1 Theoretical Implication

The theoretical implications of the introduction and



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conceptual framework of the study on determinant factors influencing customer intention to use food delivery applications in Palembang City, Indonesia, are significant. The introduction highlights the increasing popularity and importance of food delivery applications, setting the stage for understanding the factors that influence customer intention to use these applications in Palembang City. This theoretical implication indicates the relevance and timeliness of the study in addressing a current and evolving phenomenon in the context of Palembang City. Therefore, this research has shown that public consumers are likely to use more food delivery applications for years to come because of high positive correlation between perceived usefulness, social interaction, condition factor and the intention to use it. It can be concluded that this study has contributed to the new model development in this study topic.

5.3.2 Practical Implication

The practical implications of the introduction and conceptual framework of the study on determinant factors influencing customer intention to use food delivery applications in Palembang City, Indonesia, are significant in guiding practical actions and strategies for businesses operating in the food delivery industry. The



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introduction provides a practical context by highlighting the increasing popularity and importance of food delivery applications. It emphasizes the need for businesses to understand the factors that influence customer intention to use these applications in Palembang City. This practical implication underscores the importance of aligning business strategies with customer preferences and needs. Therefore, this research is expected to give insight to the developers to increase their application usability and user experience to improve perceived usefulness, social interaction and condition factor in positive ways. So, their companies can thrive in this big market. Take an example from Gofood, from the data collected, Gofood became the most popular online food delivery in Palembang city. Therefore, Gojek, which is the mother company of Gofood could do more promotion and interact with their user through its social media platform.

5.3.3 Empirical Implication

The empirical implications of the introduction and conceptual framework of the study on determinant factors influencing customer intention to use food delivery applications in Palembang City, Indonesia, are significant in guiding the empirical research process and generating practical insights. The introduction sets the stage by



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highlighting the importance of understanding the factors that influence customer intention to use food delivery applications. It establishes the empirical relevance of the study in Palembang City and indicates the need for empirical research to investigate these determinant factors in the local context. Moreover, there are few topics that can be used for further studies in this field, which are correlation between online food delivery application user interface design and user experience level, and what are the best way to know customers' satisfaction level after each order.

5.4 Limitation and Recommendation for Future Studies

There are several limitations that are faced by the researcher such as limited time in doing this research, difficulty in collecting respondents and responses that are collected is categorized in one sector. Time constraints made this research difficult to do, because researcher only have 1 month to collecting respondents and processed the data for further analysis. This time limitation has impacted on collected respondents that researcher can obtain. Total respondents for this study is only 350 people. From the total respondents, the answer for this study is not variance. Therefore, researcher need to collect more respondents to achieve the wanted result.

For further research, it is recommended to have enough time to carry out analysis on this study. A month indeed, does not enough to conduct



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analysis like this. Furthermore, it is recommended for further research to have minimally 2 months in conducting this research for collecting data respondents and proceed to data analysis. In addition, further study should distribute the questionnaire to a variety of groups so that the results are not limited into one group. Correlate to the previous statement, researcher could give rewards to the respondents who fill out the questionnaire, so they could give full attention in filling out the questionnaire. Lastly, further researcher should have more references with the similar topic to support the study so it can obtain the great result. References for this study could be get by previous journals, articles, books, etc. Further study could use different analysis like SEM-PLS when processing big data of respondents.

5.5 Conclusion

In conclusion this study attempt to determine the relationship between the independent variables and the dependent variable pertaining to the topic of factors that influence consumer intent to use online food delivery applications in Palembang city, Indonesia. The independent variables in this study are perceived usefulness, social interaction, and condition. More over dependent variables in this study is customer intention to use online food delivery application.

This study is following theory of The Technology Accepted Model (TAM), also known as the User Acceptance Model (UAM). This type of



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theory is used to predict user acceptance of new technology. Researchers using quantitative methods in order to providing rich descriptions to the study of “Determinant Factors in Influencing Customer Intention to Use Food Delivery App in Indonesia”. Based on the topic that the scholars choose, unit of analysis in this study would be the user of online food delivery application in Palembang, such as Gofood, Grabfood, and Shopeefood. Scholar will classify the unit of analysis based on certain group of food delivery application’s users to see how users in certain specific group correlates with determinant factors on intention to use online food delivery application. By using quantitative methods, researcher processed the questionnaire data from 350 respondents of the active users of online food delivery application in Palembang city.

From the analysis that has been proceed by researcher, there are a few findings in this study. Most of the respondents in this study were female consumers. Majority of the respondents are in group between the age of 21-25 years. Most of them are students and workers with senior high school as the majority of their latest education. Majority of respondents using Gofood as their online food delivery application with the percentage of 64,3% from the total respondents. The result showed that all variables, which are perceived usefulness, social interaction, and condition, had a significant influence on consumer intention to use online food delivery application and



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are reliable variables on this study. The result is lower than 0.05 with P-value of perceived usefulness: .000, social interaction: .000, and condition: .000.

In summary, the introduction and conceptual framework of the study serve as a strong foundation for understanding and exploring the determinants that influence customer intention to use food delivery applications in Palembang City. The framework provides a systematic approach to studying consumer behavior in the context of food delivery services, and the findings from the study is giving a new result from the previous studies and will contribute into a deeper understanding of the factors that impact customer adoption of these applications in the local market.



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