THE INFLUENCE OF CONSUMER BUYING BEHAVIOR ON CONTINUOUSLY INTENTION THE APPLICATIONS OF ONLINE FOOD DELIVERY (OFD) IN INDONESIA

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ABSTRACT

Background: Online food delivery (OFD) is a necessity in today's society. Companies continuously offer innovation to gain consumer loyalty. Consumer loyalty is the highest achievement to which companies in the service sector aspire. However, the switch behavior exhibited by modern consumers compels companies to constantly update their offerings to meet user needs and desires.
Purpose: This study aims to analyze the impact of promotion, price value, social influence, perceived usefulness, ease of use, customer experience, restaurant search, and variety of food choices on consumer purchasing behavior, and the influence of consumer purchasing behavior on intention to continue using in the OFD industry.
Design/methodology/approach: This study uses a quantitative method supported by qualitative data involving 400 respondents who are users of the GoFood, GrabFood, and ShopeeFood applications. The questionnaire was distributed through social media. The analysis was carried out using SEM LISREL.
Conclusion: These findings are valuable for companies in the OFD industry to understand which factors are highly valued by consumers, helping to foster high levels of loyalty to their applications.
Originality/value (State of the art): Only a few articles compare these three popular OFD applications in Indonesia

Keywords: continuance intention, loyalty, online food delivery (OFD), promotion, social influence

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INTRODUCTION

In the digital era, people are increasingly busy working from home while eating and drinking, leading to more advanced patterns of food and beverage consumption (Mudjahidin et al. 2021). The emergence of online channels and new digital channels, such as mobile channels and social media, has transformed retail business models, execution of retail mixes, and shopping behavior (Verhoef et al. 2015). This popularity is also driven by customers' increasing desire to consume ready-to-eat food delivered directly to their doors. Online food delivery (OFD) services refer to Internet-based services where customers can order food and deliver it to their doorsteps (Ray et al. 2019). The desire to repeatedly purchase food through OFD apps has become appealing from both the economic and consumer purchasing behavior perspectives. According to a Statista report, the global OFD market revenue was estimated at approximately $107.4 billion in 2019 and is expected to exceed $182.3 billion by 2024.

OFD services have now become a practical necessity, close to, and integrated into society. These services have also boosted the economy of the food industry. This increase occurred after the COVID-19 pandemic, from 2019 to 2020. The rise in the use of OFD technology applications and economic improvements make this research important to assess the extent of consumer interest, as observed through their behavior towards O2O businesses such as OFD.

A global survey conducted by Clever Tap in California on Online Food Delivery (OFD) apps revealed that orders placed through apps account for six out of ten orders in digital restaurants. However, the challenges faced include only 25% of users completing the initial OFD app registration, customer retention of only 22% who remained active after the first week of installation, 86% of new users stop using the app after two weeks, and 55% of customers stopping using the app within the first month. Globally, these results are a consideration for the digital app industry regarding consumer behavior with a switch attitude, making it essential to develop marketing strategies to retain customers and meet market characteristics.

This study discusses consumer purchasing behavior related to repeat purchases on Online Food Delivery (OFD) apps, analyzed using various variables. According to Jakpat's research, price is only one of the considerations for consumers when choosing an OFD app, as not all consumers are price sensitive. Ray et al. (2019) found that customer experience, ease of use, and ease of finding restaurants were positively related to the intention to use OFD apps. The variable food prices on OFD apps are reported to have a positive relationship with users' perceived value by users (Cho et al. 2019) and actual usage (Prasetyo et al. 2021). Additionally, social influence affects purchasing behavior (Jun et al. 2022) and influences the intention to repurchase (Putri and Berlianto, 2022). Other research has also shown that promotions have a significant relationship with actual usage (Prasetyo et al. 2021). Previous studies indicate that the perceived usefulness of an app affects the intention to repurchase (Putri and Berlianto 2022).

Muangmee et al. (2021) conducted another study on consumer purchasing behavior in the field of food delivery in Bangkok, Thailand, focusing on attributes such as performance expectancy, social influence, timeliness, effort expectancy, perceived trust, perceived safety, and task-technology fit to the behavioral intention to use. Another study examined consumer purchasing behavior using attributes such as food quality, brand image, information quality, promotional efforts, product satisfaction, brand trust, and perceived value, all linked to repurchase intentions for organic products (Tian et al. 2022).

The difference between this study and previous studies lies in the attributes used, namely, promotion, perceived usefulness, price value, ease of use, variety of food choices, restaurant search, customer experience, and social influence, which have been tailored to popular OFD apps in Indonesia. The selection of applications in this study is based on research results and references from several studies that analyze food delivery applications in Indonesia. This adjustment aligns with the taglines of three popular OFD apps in Indonesia: GoFood, GrabFood, and ShopeeFood (Lusyanda and Wiastuti, 2022). These consumers' purchasing behavior attributes will later be linked to continuance intention, which has been limited in research, particularly concerning the three OFD apps in Indonesia.

Continuance intention refers to the extent to which consumers decide to continue using an information system and relates to an individual's intention to

continue participating in activities after their initial adoption (Chen 2007). A critical measure of the success of online stores is customers repeat purchasing behavior of customers (Oly Ndubisi et al. 2011). Based on previous research, many variables are connected to various consumer behaviors. Therefore, this study focuses on how purchasing and repeat purchasing behaviors manifest among consumers using OFD apps in Indonesia, focusing on the eight variables mentioned above. This research is expected to enrich consumer behavior in the food delivery business.

METHODS

The respondents were Indonesian users of smartphones who had used the GoFood, GrabFood, and ShopeeFood apps at least once in the last three months. The type of data used is quantitative data by distributing questionnaires to 400 respondents randomly via Instagram and WhatsApp, as well as qualitative data with in-depth interviews with 10 respondents.

The data used in this research are primary data, which is the result of filling out questionnaires by respondents, and secondary data obtained through journals and other literature to support and strengthen the hypothesis of this research. Initially, the author distributed the questionnaire through social media and close contact to reach five islands in Indonesia using snowball sampling. The data collection technique used in this study was an online questionnaire via Google Forms. A total of 412 respondents were obtained, and 400 respondents were selected who best met the criteria for this study. Data collection was conducted from April to May 2023.

An analysis using SEM LISREL and the top two boxes and the bottom two boxes was employed to examine the distribution of respondents in this study. Both methods aggregate respondents' answers using Likert scale survey questions. The top two boxes method combines the responses of "strongly agree" and "agree" and then divides by the total number of respondents. This analysis compared the responses from the bottom (1, 2), neutral (3), and top scales (4, 5).

According to the results of a study conducted by Muangmee et al. (2021), the attributes of performance expectations, social influence, timeliness, effort expectations, perceived trust, perceived security, and task-technology fit have a positive effect on behavioral intentions to use. According to Ray et al (2019), attributes of societal pressure, delivery experience, customer experience, ease of use, quality control, convenience, listing, and search of restaurants influence the intention to use. According to Wardani et al (2021), discount or promo attributes, time efficiency, many ShopeeFood drivers, affordable locations, and completeness of products according to desires affect purchasing behavior. Meanwhile, according to Khoirunisa and Bestari (2022), price and promotional strategies have a significant influence on repeat purchase decisions and impulsive buying behavior. Based on the results of previous research, this study has the following hypothesis:

H1: Promotion has a significant effect on consumer buying behavior
H2: Price value has a significant effect on consumer buying behavior
H3: Social influence has a significant effect on consumer buying behavior
H4: Perceived usefulness has a significant effect on consumer buying behavior
H5: Ease of use has a significant effect on consumer buying behavior
H6: Customer experience has a significant effect on consumer buying behavior
H7: Search of restaurants has a significant effect on consumer buying behavior
H8: Variants of food choice have a significant effect on consumer buying behavior
H9: Consumer buying behavior has a significant effect on continuance intention

The conceptual framework depicted in Figure 1 aims to examine the influence of promotion, price value, social influence, perceived usefulness, ease of use, customer experience, restaurant search, and food choice variety on customer buying behavior. Subsequently, the study evaluates the impact of customer buying behavior on continuance intention. These eight variables are considered primary factors influencing customers' choice of application. To understand consumer behavior and loyalty, the ultimate objective of this research is to analyze the continuance intention of users of the GoFood, GrabFood, and ShopeeFood applications.

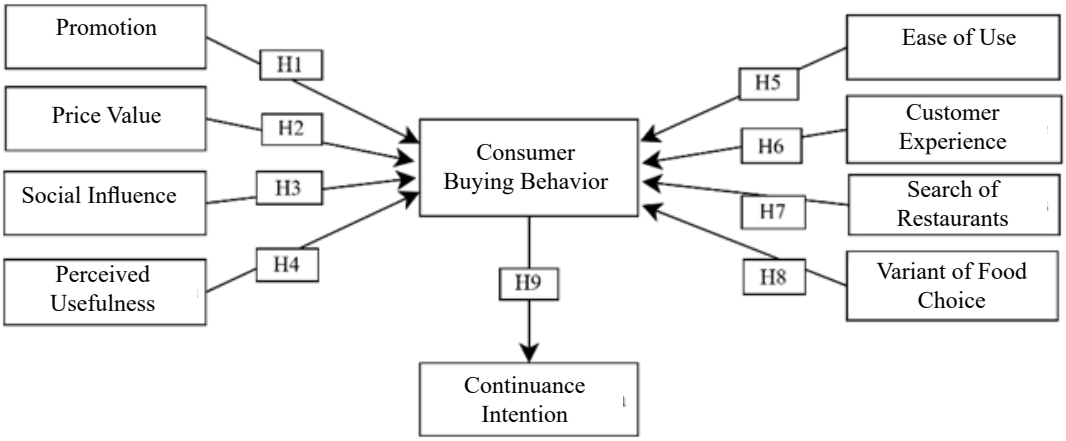

Figure 1. Conceptual thinking framework

RESULTS

Respondent Description

The respondents were predominantly female, accounting for 69.5% of the sample. The largest age group was 15-24 years old. The majority of respondents live on the island of Java, with a percentage of 66.8%, and the highest level of education was a diploma/bachelor's degree at 86.3%. The most common occupation was private sector employment (42.3%). However, the largest income group was <IDR2,000,000, accounting for 31.5%, with 86.3% being unmarried.

Analysis Techniques

According to Hair et al. (2009), the evaluation of the data fit with the model can be carried out in several stages: (1) overall model fit, (2) measurement model fit, and (3) structural model fit. Evaluating model fit is necessary to assess how well the research results align with the model based on the research hypotheses. The results of the model fit tests are presented in the following subsections.

Overall Model Fit Test

Table 1 presents the results of the overall model fit tests. The results indicated that SRMR, RMSEA, GFI, AGFI, NFI, CFI, RFI, and PGFI were all acceptable. The results included both before and after refinement to achieve a good fit model. These eight goodness-of-fit groups sufficiently represent the overall model fit in this study, with each group of goodness-of-fit criteria including absolute fit indices, incremental fit indices, and parsimonious fit indices, as addressed by Hair et al. (2009). The Root Mean Square Error of Approximation (RMSEA) was part of the absolute fit index. The RMSEA index can compensate for the chi-square statistics in large samples. Based on the calculations, the RMSEA value obtained in this study was 0.044, which falls within the goodness of fit criteria, indicating that the model is acceptable.

Measurement Model Fit Test

The measurement model fit test was assessed based on the validity of the indicator variables with respect to other latent variables. An indicator was considered valid if the loading factor or standardized loading factor was ≥ 0.5 and the t-value was > 1.96.

In the initial test, it was found that indicator SI4 (using the app due to influence from celebrities/influencers) was categorized as invalid. After removing it, changes were observed in the loading factor and t-value of indicators BB1 (seeking information before using the app) and BB2 (purchasing on this app because it is commonly used). Although these indicators were valid and met the criteria, at the beginning of the model fit test, it was decided to remove indicators BB1 and BB2 to achieve a better measurement model outcome. The measurement results can be seen in Table 2.

Construct reliability and variance extracted were evaluated to assess a good measurement model fit. An acceptable value for construct reliability (CR) is ≥ 0.7, and that for variance extracted (VE) is ≥ 0.5 (Haryono 2016). Table 3 presents the results of the measurements for construct reliability and variance extraction. Based on these measurements, it was determined that the variables promotion, price value, social influence,

perceived usefulness, ease of use, customer experience, search of restaurants, variants of food choice, consumer buying behavior, and continuance intention met the criteria with CR values ≥ 0.7 and VE values ≥ 0.5.

The above results indicate that after the elimination of indicators, the research variables have valid results for measuring their latent variables. Similarly, when the variance extracted (VE) values were met, the indicators for each variable were deemed reliable for measuring their latent variables. Therefore, it can be concluded that the overall model used in this study fits the data. All indicators eliminated in this study were considered valid and reliable.

Table 1. Overall model fit test before and after elimination

GOF Measure		Cut-off Threshold	Results		Desc.
			Before	After	
1.	SRMR	≤ 0.08	0.027	0.015	Good
2.	RMSEA	≤ 0.08	0.073	0.044	Good
3.	GFI	0 < GFI < 1; GFI ≥ 0.9	0.76	0.86	Good
4.	AGFI	0 < AGFI < 1; AGFI ≥ 0.9	0.73	0.84	Good
5.	NFI	0 < NFI < 1; NFI ≥ 0.9	0.98	0.99	Good
6.	CFI	0 < CFI < 1; CFI ≥ 0.9	0.99	1	Good
7.	RFI	0 < RFI < 1; RFI ≥ 0.9	0.98	0.99	Good
8.	PGFI	0 < PGFI < 1; value higher is better	0.67	0.72	Good

Table 2. Initial measurement model fit test and after elimination

Latent Variabel	Indicator	Before Elimination		Desc.	After Elimination		Desc.
		Loading Factor	t-value		Loading Factor	t-value	
PR	PR1	0.87	21.80	Valid	0.86	21.51	Valid
	PR2	0.87	21.59	Valid	0.85	21.15	Valid
	PR3	0.88	22.31	Valid	1.67	6.49	Valid
	PR4	0.84	20.35	Valid	1.41	6.18	Valid
PV	PV1	0.78	18.23	Valid	0.90	12.67	Valid
	PV2	0.71	16.05	Valid	0.72	16.39	Valid
	PV3	0.85	20.97	Valid	0.42	6.51	Valid
	PV4	0.83	20.29	Valid	1.62	5.98	Valid
	PV5	0.85	20.77	Valid	0.85	20.92	Valid
SI	SI1	0.80	19.04	Valid	0.78	18.50	Valid
	SI2	0.87	31.33	Valid	0.84	20.87	Valid
	SI3	0.79	18.44	Valid	1.83	6.83	Valid
	SI4	0.28	5.50	Invalid	Deleted		
PU	PU1	0.91	23.84	Valid	0.91	23.67	Valid
	PU2	0.79	19.04	Valid	1.43	6.35	Valid
	PU3	0.90	23.13	Valid	2.14	6.53	Valid
	PU4	0.92	24.29	Valid	2.55	5.78	Valid
	PU5	0.92	23.96	Valid	0.91	23.85	Valid
EU	EU1	0.92	24.08	Valid	0.92	24.09	Valid
	EU2	0.93	24.77	Valid	1.11	13.49	Valid
	EU3	0.94	24.96	Valid	0.94	24.87	Valid
	EU4	0.90	23.23	Valid	0.90	23.17	Valid
	EU5	0.92	23.97	Valid	0.92	24.03	Valid
CE	CE1	0.87	21.89	Valid	2.33	6.30	Valid
	CE2	0.90	23.14	Valid	2.00	5.72	Valid
	CE3	0.91	23.54	Valid	0.89	23.00	Valid

Table 2. Initial measurement model fit test and after elimination (continue)

Latent Variabel	Indicator	Before Elimination		Desc.	After Elimination		Desc.
		Loading Factor	t-value		Loading Factor	t-value	
	CE4	0.90	23.32	Valid	0.89	22.93	Valid
SR	SR1	0.90	23.16	Valid	0.90	23.20	Valid
	SR2	0.74	17.22	Valid	0.73	16.97	Valid
	SR3	0.93	24.62	Valid	7.05	1.01	Valid
	SR4	0.92	23.86	Valid	0.91	23.79	Valid
FC	FC1	0.92	24.26	Valid	0.92	24.22	Valid
	FC2	0.87	21.72	Valid	0.86	21.64	Valid
	FC3	0.92	24.09	Valid	0.92	24.03	Valid
	FC4	0.80	19.38	Valid	0.80	19.38	Valid
BB	BB1	0.65	-	Valid	Deleted		
	BB2	0.87	14.75	Valid	Deleted		
	BB3	0.71	12.57	Valid	0.64	6.50	Valid
	BB4	0.58	10.47	Valid	0.79	-	Valid
	BB5	0.57	10.32	Valid	0.80	12.11	Valid
CI	CI1	0.85	-	Valid	0.87	-	Valid
	CI2	0.91	25.71	Valid	0.91	26.56	Valid
	CI3	0.91	25.60	Valid	0.91	26.57	Valid
	CI4	0.90	24.69	Valid	0.90	22.76	Valid
	CI5	0.84	21.79	Valid	0.84	22.37	Valid

Table 3. Construct reliability (CR) dan variance extracted (VE) values

Latent Variables	Indicator Variables	CR	VE
1. Promotion	PR1 - PR4	0.92	0.75
2. Price Value	PV1 -PV5	0.90	0.67
3. Social Influence	SI1 – SI3	0.86	0.67
4. Perceived Usefulness	PU1 – PU5	0.95	0.82
5. Ease of Use	EU1 – EU5	0.95	0.82
6. Customer Experience	CE1 – CE4	0.94	0.82
7. Search of Restaurants	SR1 – SR4	0.93	0.79
8. Food Choice	FC1 -FC4	0.93	0.77
9. Consumer Buying Behavior	BB1 – BB5	0.76	0.52
10. Continuance Intention	CI1 – CI5	0.95	0.78

Structural Model Fit Test

This test was conducted after completing the overall model fit test. Once a good fit is achieved, structural testing can be performed with credible research results. The structural model fit test was carried out for both independent and dependent variables involved in the study. The results of this test are specified according to a certain level of significance, 0.05 (95% confidence level). The results must exceed 1.96 to be considered statistically significant or for the hypothesis to be accepted.

The results of the SEM LISREL test are shown in Figure 2. The test results show the value of the relationship between indicators, which will then form the results of the structural model suitability test of the variables shown in Table 4. It shows that there are five hypotheses with values less than 1.96, thus considered not significant: H_2, H_4, H_6, H_7, and H_8. Meanwhile, there is one coefficient variable with a value greater than 1.96, but with a negative sign, and two coefficient variables with significant effects, both with values greater than 1.96: H < 3 > and H < 3 >.

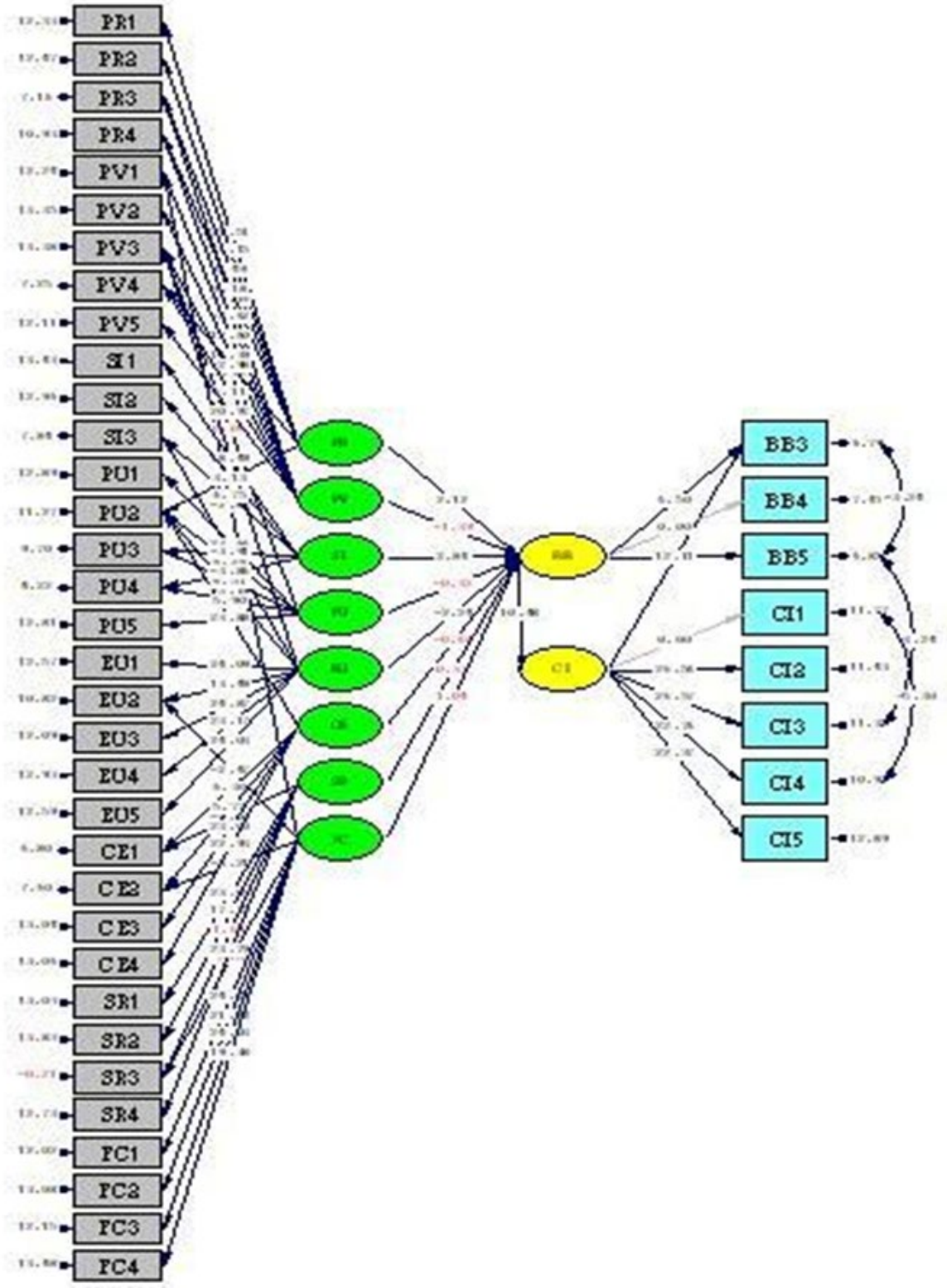

Figure 2. SEM Lisrel test result

The Influence of Promotion on Consumer Buying Behavior

The variable "promotion" has a significant effect on the variable "consumer buying behavior," as indicated by a t-value greater than 1.96, specifically 2.12. Meanwhile, the path coefficient for promotion was greater than 0.05 and 0.30. Therefore, the first hypothesis (H_1) was accepted. The positive t-value also indicates that an increase in promotion will lead to an increase in consumer buying behavior.

This finding aligns with the research conducted by Prasetyo et al. (2021), which shows that promotional efforts have a significant direct effect on actual usage. This study categorizes the purchasing behavior of

consumers who are either new or have previously made purchases through OFD apps. The significant effect on this variable is due to attractive and low-cost offers that influence consumers' attitudes. Sales promotions are intended to attract a specific target market segment to purchase products through monetary and non-monetary activities, such as coupons, discounts, free gifts, and buy-one-get-one-free offers (Bushra et al. 2014).

The Influence of Price Value on Consumer Buying Behavior

Based on the estimated impact above, the t-value for the price value variable is only 1.39 with a negative effect direction and a path coefficient of -0.21. According to Zhao et al. (2021), pricing plays a crucial role when a product is abundant in the market because higher prices make customers reluctant to buy it. Meanwhile, in OFD apps, even though the same restaurants are available for GoFood, GrabFood, and ShopeeFood, prices differ when consumers compare them. Therefore, price does not have a significant impact, as changes in each app are inconsistent. Overall, price changes before and after discounts displayed on apps are of particular interest to consumers. However, if the final total cost to be paid becomes high owing to additional costs and the price of food after discounts is not cheap, it will deter consumers from buying from that restaurant and app.

The Influence of Social Influence on Consumer Buying Behavior

The estimation test of the influence between variables showed that the t-value for the social influence variable was 2.84, and the path coefficient was 0.57. This value meets the criteria for significant influence with a t-value > 1.96 and a path coefficient > 0.05. Therefore, it can be concluded that the social influence variable has a significant impact on consumer buying behavior, or H_3 is accepted with a significant effect. Although this previous research is quite old due to differences in social environments over time, it generally supports the idea that the social environment affects consumer buying behavior today. When analyzed by app, respondents showed agreement with the influence of social influence on GoFood and GrabFood, but there was greater disagreement on ShopeeFood.

The Influence of Perceived Usefulness on Consumer Buying Behavior

After testing the influence between variables, it is found that the perceived usefulness variable does not significantly impact consumer buying behavior, and H_4 is therefore rejected. Although the path coefficient is greater than 0.05, a t-value of 1.96 is not met. Previous research indicates that when consumers trust an OFD app, they have a better attitude towards using the service and are more likely to use it (Troise et al. 2021). However, in this study, the hypothesis was rejected. Based on the analysis of interview results with consumers, OFD applications can be substituted by purchasing food directly. Additionally, in major cities, food vendors are easily found due to their widespread availability. As a result, perceived usefulness has less influence.

Table 4. Hypothesis testing results

Variable Influence	Path Coefficient	|t-tab|	Conclusion	Desc
H_1:Promotion (PR) → Consumer Buying Behavior (BB)	0.30	2.12	Significant	Accept H_1
H_2:Price Value (PV) → Consumer Buying Behavior (BB)	-0.21	-1.39	Not Significant	Reject H_2
H_3:Social Influence (SI) → Consumer Buying Behavior (BB)	0.57	2.84	Significant	Accept H_3
H_4:Perceived Usefulness (PU) → Consumer Buying Behavior (BB)	-0.06	-0.32	Not Significant	Reject H_4
H_5:Ease of Use (EU) → Consumer Buying Behavior (BB)	-0.40	-2.24	Significant	Accept H_5
H_6:Customer Experience (CE) → Consumer Buying Behavior (BB)	-0.12	-0.66	Not Significant	Reject H_6
H_7:Search of Restaurants (SR) → Consumer Buying Behavior (BB)	0.12	0.37	Not Significant	Reject H_7
H_8:Food Choice (FC) → Consumer Buying Behavior (BB)	0.39	1.04	Not Significant	Reject H_8
H_9:Consumer Buying Behavior (BB) → Continuance Intention (CI)	1.47	10.48	Significant	Accept H_9

*Categorized as significant (t-hit>1,96; α=95%)

The Influence of Ease of Use on Consumer Buying Behavior

The ease-of-use variable has a significant negative impact on consumer buying behavior. The result is a t-value of -2.24 and a path coefficient of -0.40. The negative sign of the t-value indicates an inverse relationship between the ease-of-use variable and consumer buying behavior. Despite this, H_5 is accepted as an indication of negative influence. This aligns with other research showing that ease of use has a positive relationship with intention to use (Ray *et al.* 2019). The indicators for this variable included five parts: 59.3% for the GoFood app, 55.7% for the GrabFood app, and 48.3% for the ShopeeFood app.

The Influence of Customer Experience on Consumer Buying Behavior

The customer experience variable does not have a significant impact on consumer buying behavior. The t-value for the customer experience variable was -0.66, and the path coefficient was -0.12, which does not meet the criteria for the variable to be considered significant. These values did not meet the threshold t-value of 1.96. Therefore, we can conclude that H_6 is rejected. Research indicates that consumer experience tends to change over time (Ray et al. 2019). Service quality has a significant and positive relationship with customer satisfaction and loyalty in the banking sector (Khan and Fasih 2014). This can be related to varying consumer experiences in each order on the same app. It can also be influenced by third-party factors within the app, such as couriers and restaurant partners.

The Influence of Search of Restaurants on Consumer Buying Behavior

The search of restaurants variable does not significantly impact consumer buying behavior. The t-value was 0.37 with a path coefficient of 0.12, which does not meet the criteria for the variable to be considered significant. Although the path coefficient met the requirement of >0.05, this variable did not meet the t-value threshold of 1.96. Therefore, the hypothesis related to this variable (H_7) was rejected.

Respondents' agreement with the GoFood app is 54.3%, with the GrabFood app is 53.4%, and with the ShopeeFood app is 48.4%. However, these factors do not significantly influence consumers' buying behavior. The presence of restaurants on the app remained constant, with changes only in menu placement and restaurant classification, which did not significantly affect respondents' behavior in choosing their buying patterns on an OFD app.

The Influence of Variants of Food Choice on Consumer Buying Behavior

The analysis of the influence between these variables shows that the t-value for the variable "variant of food choice" is 1.04, and the path coefficient is 0.39. These values do not meet the t-value threshold of 1.96. Therefore, the variable "variant of food choice" is determined to have no significant impact on consumer buying behavior, and hypothesis H_8 is rejected. According to previous research, restaurants must continually update their menus to encourage consumers to continue using OFD services (Lee et al. 2019). However, most restaurants using these three apps do not change or add new menu items that affect consumer buying behavior.

The Influence of Consumer Buying Behavior on Continuance Intention

The variable of consumer buying behavior has a significant influence on consumer buying behavior. The resulting t-value was quite large as an intervention variable, amounting to 10.48 with a path coefficient value of 1.47. These values are far above the established threshold for the t-value and path coefficient, which are 1.96 and 0.05, respectively. Therefore, the hypothesis (H_9) is accepted because it has a significant effect. This purchasing behavior influences consumers' continuous buying intentions. Research has shown that repeat purchases occur when consumers purchase a product or service (Setyorini and Naraha, 2016). Repurchase intention is the desire and action of consumers to buy a product again because of their satisfaction with what the product has provided (Wahyu and Murti 2012). Based on the influence test results for this variable, this study supports the findings of previous research.

Managerial Implications

Managerial implications for application providers include being able to create a special event to promote, followed by discounts, not only following the usual events that have already occurred, and are followed by many other service providers. However, it can create innovations in an event that is characteristic and becomes an attraction for promotion.

Restaurants or business owners who work with application providers can also adjust to the promotions provided by the service provider. Promotions that involve social influence can also be done with influencers or from customer experiences that are shared with other customers.

For academics, this research provides insights into consumer behavior, indicating that consumers' continuous purchase intentions can be sustained through variations in promotions and their social environments. Not to mention, consumers who live in big cities have many choices that must be fulfilled to make them loyal to a product or application. Therefore, further exploration is needed to determine the extent to which promotional variation can maximize consumer loyalty. Consumer buying behavior will continue to evolve along with technological innovations and the ongoing development of company marketing strategies.

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

The results of this study conclude that social influence and promotion positively impact consumer buying behavior. If social influence increases, consumer buying behavior also increases, and the same applies to promotions. In line with this, consumer buying behavior has a strong influence on continuance intention. On the other hand, ease of use has a significant impact, but with an inverse relationship. This means that if ease of use increases, consumer buying behavior decreases, and vice versa. Analysis of the interview results shows that the application's ease of use is usually due to its lack of promotional content and discounts. Promotions with lots of ads usually make the application quite difficult to use, but attract consumers with the many promotions and discounts offered.

Recommendations

This research had several limitations that could be addressed in future studies. The three Online Food Delivery (OFD) companies that were the subjects of this research were difficult to approach, especially for research purposes. This is understandable, as any data or statements released by companies could potentially jeopardize their position, given the intense competition in this industry. The data needed can be the most influential marketing strategy data, company advantages, and the highest purchasing demographic data.

The findings of this study indicate that consumer buying behavior is distinct and easily changeable at any time. Consequently, the study's outcomes may reflect varying repurchase intentions depending on the subjects involved. Therefore, when examining repurchase intentions, it is important to include an intervening variable in the form of consumer buying behavior, as different subjects will exhibit different behaviors. Further research should be conducted on diverse subjects. For instance, in certain areas, local online food delivery services such as Kombiku operate in Padang Panjang City. Consumer behavior can be associated with the cultural structure and habits of the community when using OFD applications.

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