Online Meal Delivery In Indonesia: Factors Impacting Consumer Persuasion

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Abstract: This study empirically examines the impact of price-savings orientation on utilitarian and hedonic app browsing, as well as the influence of utilitarian app browsing, hedonic app browsing, and social influence on consumer persuasion within the Indonesian online meal delivery app context. Primary data was collected through online questionnaires distributed via Google Forms, utilising purposive sampling criteria explicitly targeting users who had conducted transactions on these platforms. The analysis employed the Structural Equation Model (SEM) with Smart PLS software, revealing significant findings. Price-savings orientation positively affected utilitarian and hedonic app browsing, while utilitarian app browsing and social influence significantly influenced consumer persuasion. Implications suggest that future online meal delivery platform development and marketing should prioritise pricing and social influence. Subsequent research should extend this framework to other digital-based business sectors, focusing on a more diverse range of productive-age respondents.
Keywords: Online Food Delivery; Consumer' Persuasion; Utilitarian Browsing; Hedonic Browsing; Social Influence; Price-Savings Orientation.

Abstrak: Studi ini secara empiris menguji dampak orientasi penghematan harga terhadap penjelajahan aplikasi utilitarian dan hedonis, serta dampak dari penjelajahan aplikasi utilitarian, penjelajahan aplikasi hedonis, dan pengaruh sosial terhadap persuasi konsumen dalam konteks aplikasi pengiriman makanan online di Indonesia. Data utama dikumpulkan melalui kuesioner online yang didistribusikan melalui Google Forms, menggunakan kriteria sampel purposive yang secara khusus menargetkan pengguna yang telah melakukan transaksi di platform-platform ini. Analisis menggunakan Model Persamaan Struktural (SEM) dengan perangkat lunak Smart PLS, dan mendapatkan beberapa temuan yang signifikan. Orientasi penghematan harga secara positif memengaruhi penjelajahan aplikasi utilitarian dan hedonis, sementara penjelajahan aplikasi utilitarian dan pengaruh sosial secara signifikan memengaruhi persuasi konsumen. Implikasi kebijakan menyarankan bahwa pengembangan platform pengiriman makanan online di masa depan dan pemasaran sebaiknya memprioritaskan aspek harga dan pengaruh sosial. Penelitian selanjutnya sebaiknya memperluas kerangka kerja ini ke sektor bisnis berbasis digital lainnya, dengan fokus pada rentang responden usia produktif yang lebih beragam.
Kata Kunci: Pengiriman Makanan Online; Persuasi Konsumen; Penjelajahan Utilitarian; Penjelajahan Hedonis; Pengaruh Sosial; Orientasi Penghematan Harga.

INTRODUCTION

The digital economy is growing significantly worldwide, especially in Indonesia, one of the countries with the most significant digital economy potential in the Asian continent, with a total population of 277.727 million people and 204.743 million active internet users. Based on data released by GSMA Intelligence shows that there were 370.132 million cellular mobile connections in Indonesia in early 2022, and the number of cellular connections in Indonesia increased by 13 million (+3.612 per cent) between 2021 and 2022 (Kusumastuti et al., 2022). This implicitly shows a positive trend of mobile phone users and indicates an increase in mobile application users in the country. In the context of food delivery services, the development and popularity among consumers of 'shared-economy delivery models' (for example, consumers relying on services provided by other consumers in exchange for monetary incentives) have led to the development of increasingly popular online food delivery systems (Gunden et al., 2020) (Gunden et al., 2020). Concepts such as Uber Eats, FavorDelivery, and DoorDash have succeeded in creating websites and mobile applications that could collect supplies from various restaurants and offer consumers the opportunity to browse, select, order, and fulfil food orders (Zhang, 2021). The development of this system has also affected several Southeast Asian countries, including Indonesia. In recent years, several companies have begun to develop online food delivery platforms that offer various conveniences and security in ordering food and drinks without leaving the house.

Online food delivery during the COVID-19 outbreak has both positive and negative impacts, including job opportunities and convenience for consumers, but also high commissions for restaurants, questionable working conditions for delivery people, effects on consumer relationships with food, public health outcomes, and traffic systems, as well as significant waste generation and carbon footprints, requiring stakeholders to address these issues for a sustainable future (Li et al., 2020). In addition, based on a release issued by venture capital company Momentum Works', it was recorded that in 2021, Indonesia's food delivery services market share grew by 24.300 per cent and is the largest food delivery market in Southeast Asia where gross merchandise value (GMV) in this sector increased from $3.768 billion in 2020 to $4.634 billion in 2021 (Fadhilah & Arief, 2023). This must be separate from the role of social restriction policies applied in all cities in Indonesia last year and work-from-home activities in almost all business sectors.

(Statista, 2021), which is an independent research institution. In its report release, it revealed several key players in Indonesia's online food delivery industry. Go-Food (Go-Jek) was in first place with 25 per cent usage shares, followed by GrabFood. (Grab) Twenty per cent, Yum Brands (KFC, Pizza Hut, Taco Bell) 15 per cent, Zomato 10 per cent, Dominos Pizza 5 per cent, McDelivery (McDonald's) 5 per cent, and other online food delivery platforms 15 per cent. The data shows that the two major players in this industry were super-applications with various online services in one application, and competition was also increasingly competitive with the emergence of several new players such as TravelokaEats, ShopeeFood, AirAsia Food, and others.

To win the increasingly fierce competition, companies in the online food delivery industry must be able to continue to innovate and sustainably develop technology, and one of the most important things is to carry out massive and targeted 'persuasion' to increase

the number of users (inviting the public to install and using an online food delivery application). This will have positive implications for increasing transaction volume. For online food delivery systems and several restaurants in online food delivery systems to survive and thrive, 'persuasion' may be the only answer to the ever-present challenge of aligning consumer goals with marketers' goals (Gunden et al., 2020). Literature or research on online food delivery platforms that focus on discussions related to 'persuasion' in food/beverage delivery services still needs to be improved in Southeast Asia, especially in Indonesia, a developing country. Therefore, this shows that a critical research gap is becoming a significant problem. The main concern of the researchers.

Previous literature conducted outside Southeast Asia shows several predictors play a crucial role in changing or influencing consumer 'persuasion'. (Gunden et al., 2020) Their study revealed that social influence and hedonic browsing were empirically proven to affect consumers' persuasion. On the other hand, utilitarian browsing has no positive and significant effect on consumers' persuasion. On the other hand, when viewed more deeply, the utilitarian and hedonic aspects were significantly influenced by the consumer's 'price-savings' orientation. Price-savings reflect consumers' assessments that by using an online food delivery service application, consumers can save money by searching for offers with the best value from merchants in the application. Thievery is interesting and relevant once if some of these predictors are tested on Indonesian consumers, where Indonesian online consumers are considered very price-sensitive. (Handayani et al., 2020), in their study revealed that the majority of respondents in their research tend to choose to shop through the online grocery platform. This is because the products offered were considered cheaper (saving). The study also shows that the average consumer in Indonesia has a shopping pattern who is willing to spend a lot of time comparing various product prices. When viewed from a business perspective, the pricing strategy is also a factor or stimulus that significantly influences consumer decisions in searching for food/beverages online. The restaurant industry uses 'pricing tactics' such as giving discounts (rebates), thus stimulating consumers to seek the most economical prices. In addition, the restaurant market has a unique characteristic, namely strong price fragmentation, which indicates that there is a substantial consumer segment that is influenced by price-savings goals when consuming food products (Kotler et al., 2016)

Furthermore, social influence also plays a crucial role in influencing consumers' online shopping behaviour. Most consumers trust family or close friends more than companies/brands (Kotler, Pfoertsch et al., 2021). Customers need help making their own decisions as the pace of life is accelerating, content is spreading fast, and attention spans are decreasing. Therefore, they turned to the most reliable sources: friends and family. Customers are now actively connecting, asking questions about the brand, and recommending it to others (Kotler et al., 2021). When buying goods, consumers take advantage of customers' opinions and promotional sources because they effectively convey information regarding search qualities. On the other hand, when consuming a service, consumers look for and rely more on online review sites and talk to friends and family directly or through social media (Wilson et al., 2018). This study includes predictors of 'social influence' as a development and attempts to prove whether these predictors play a role in influencing consumers' persuasion or vice versa. (Gunden et al., 2020). Their study paid great attention to this predictor. It succeeded in empirically proving that social

influence is a strong predictor in influencing consumer 'persuasion' where consumers feel that essential people around them, such as family and friends, are close to use and recommend the use of online food delivery. Therefore, they are encouraged to use online food delivery applications to order food/drink.

Based on several data and descriptions above, the main objective of this study was to explain consumers' persuasion in the context of online food delivery service applications in Indonesia, a country with the most significant digital economy potential in Southeast Asia. In particular, this study aims to investigate and analyse what predictors determine or play a role in changing the behaviour of Indonesian online consumers. Of course, several consumer motives existed for using an online food delivery service platform, as described above. Online food service reflects certain motivational states. This is because the waiting time is very short, the quantity/commodity of food and beverages sold through online food service is very high, and food products are also a basic need. Thus, seeing this can lead to understanding consumers' decisions in online food service environments. Consumer decision-making when using an online food delivery service has several unique characteristics, such as highly perishable products and a fragmented branding landscape. Consumers make a purchase decision when driven by a unique motivational state (Gunden et al., 2020). Moreover, this study attempts to analyse the motivations that are thought to influence consumer persuasion where the information available on online food delivery applications and the use of these applications can encourage consumers to change their choices, try the latest products or services, and abandon the method of ordering food or drinks by telephone, and others.

This research introduces three primary elements of novelty, each contributing to a unique perspective. **Firstly**, our study looks at the concept of a "price-savings orientation" within online food delivery applications. Unlike previous research, which typically examines factors influencing consumer behaviour, our study breaks new ground by highlighting an active orientation toward saving money among users. In contrast to mere deal-seeking behaviour, exploring this nuanced concept sets our study apart from existing literature.

A second novelty area in this research lies in the distinct influence of utilitarian and hedonic browsing on consumers' persuasion. Unlike conventional approaches that often treat utilitarian and hedonic behaviours as uniform, our findings reveal the disparate impacts of utilitarian and hedonic aspects of browsing on consumer choices. This discovery challenges conventional assumptions within the field, introducing fresh insights.

Furthermore, our research extends its novelty by examining social influence, primarily from family, close friends, and relatives. While social influence is well-established in consumer behaviour, our study delves into its specific role within emerging economies such as Indonesia. This unique contextual exploration contributes a fresh and regionally-relevant perspective to the field.

The novelty of our study stems from several pivotal factors. **Firstly**, our primary focus on Indonesia, a developing nation, allows us to recognise the profound influence of cultural and economic factors unique to this region. The prevalence of price-sensitive consumers in Indonesia creates a distinct environment for exploring the impact of a "price-savings orientation" on user behaviour.

Secondly, Indonesia's rapidly growing digital economy and the widespread adoption of mobile applications provide a distinctive backdrop for our investigation into consumer behaviour. The advanced technological features of online food delivery platforms, such as dynamic pricing and personalised offers, are integral to the novelty of our study.

Thirdly, our research emphasises the role of social influence in shaping consumer choices, especially within the context of the digital age. By meticulously examining the influence of family, close friends, and relatives, we offer valuable insights into how social networks drive decision-making in an emerging market.

This research makes multifaceted contributions to the field. **Firstly**, we enrich the academic comprehension of consumer behaviour by exploring the "price-savings orientation" and its influence on utilitarian and hedonic browsing. Our findings challenge established conventions and provide a more nuanced perspective on how users interact with online food delivery applications.

Secondly, our study provides practical insights into online food delivery platforms. Understanding user behaviour underscores the importance of promoting special offers and ensuring transparency in pricing information. Platforms can elevate engagement and retention by capitalising on social influence, forming partnerships with influencers, and fostering user-generated reviews.

Thirdly, this research addresses a notable gap in understanding consumer behaviour, particularly within emerging economies, focusing on Southeast Asia. Our findings align with users' specific requirements and sensitivities in diverse regions.

THEORETICAL REVIEW

Consumers' Persuasion. Several theoretical approaches reveal that 'persuasive' information plays a crucial role in influencing, directing, and even changing the behaviour or attitudes of online consumers. Researchers tend to agree that individuals could be persuaded with well-designed persuasive information, especially if there is no person-to-person persuasion (Gunden et al., 2020). Other recent insights illustrated concepts such as self-persuasion, where consumers rely on self-generated information to change their attitudes (Bernritter et al., 2017).

There were several concepts and approaches to measure consumers' persuasion. Several previous studies conducted measurements with different approaches. However, given the accuracy offered by behavioural measures, several recent studies are increasingly using behavioural measures, which can ultimately evaluate 'persuasion' (Gunden et al., 2020). The results of consumers' persuasion were generally related to purchase intention and choice (Hornik et al., 2017) and tipping amounts (Bernritter et al., 2017). Thus, referring to previous literature, this study aims to operationalise consumers' persuasion through changes in choices made by online consumers due to interactions with information in online food delivery service applications.

Consumer persuasion represents a critical facet of online commerce, with numerous theoretical approaches shedding light on the significance of persuasive information in influencing consumer behaviours and attitudes. Researchers concur that well-structured persuasive content holds the potential to sway individuals, mainly when traditional face-to-face persuasion is not in play (Gunden et al., 2020). An emerging perspective in this

field is the concept of self-persuasion, where consumers autonomously generate information to alter their attitudes, reflecting the growing complexity of persuasive dynamics (Bernritter et al., 2017).

The measurement of consumer persuasion has been approached diversely in prior studies. While various methods have been employed, recent research trends favour behavioural measures for their precision in gauging persuasive outcomes (Gunden et al., 2020). These behavioural metrics offer a tangible assessment of the effectiveness of persuasive efforts. Consumers' persuasion often materialises in observable shifts in purchase intentions and choices (Hornik et al., 2017). Furthermore, it extends to influence financial aspects, such as tipping amounts (Bernritter et al., 2017).

This study aligns with the trajectory of recent research by operationalising consumers' persuasion through the lens of behavioural changes in online consumer choices. These changes serve as tangible indicators of the impact of persuasive content embedded within online food delivery service applications. In essence, this research seeks to delve into the intricate mechanisms of persuasion within online food delivery, contributing to a more comprehensive comprehension of this phenomenon.

Persuasive content is a potent tool for shaping and transforming consumer attitudes and behaviours, especially when interpersonal persuasion is absent (Gunden et al., 2020). The concept of self-persuasion introduces the idea that consumers can actively generate and utilise information to drive changes in their attitudes and behaviours, underscoring the evolving nature of persuasive dynamics (Bernritter et al., 2017). Recent research trends lean toward behavioural measures as the preferred method for assessing the effectiveness of persuasion, given their ability to offer precise insights into persuasive outcomes (Gunden et al., 2020). The outcomes of consumers' persuasion endeavours are often most evident in observable shifts in their purchase intentions and choices, reflecting the tangible impact of persuasive efforts (Hornik et al., 2017). Persuasion can even extend its influence to financial aspects, such as the amount customers choose to tip, showcasing the multifaceted nature of persuasive dynamics (Bernritter et al., 2017).

Price-savings Orientation. In the digital era, consumers are given the convenience of searching and comparing product prices online. The transparency of information provided through the Internet creates 'well-informed customers', who can compare offers online and have higher price sensitivity (Kotler et al., 2021). In order to do the calculations related to specific services 'decent' or vice versa, customers can also go beyond money and assess how much time and effort is needed (Wirtz, 2017).

Price-savings orientation has been used in various contexts of information systems (Gupta & Arora, 2017), including in hospitality, tourism, and online food delivery service websites (Gunden et al., 2020). In this study, researchers tried to use price-savings orientation as the primary predictor and applied it to consumers/application users (mobile phone-based). Thus, it is expected to be able to gain new and deeper insights.

Consumers use platforms such as online food delivery systems to compare products based on price (Yeo et al., 2017) and other attributes, which can trigger motivation to buy products at favourable prices when available. Their research explains that price-savings orientation is a condition when consumers can make money-savings through checking/checking prices on an online food delivery system, and consumers get various economical offers from several restaurants/merchants. In the system, some offerings are

valuable (value for money). This significantly impacts the search motives carried out by online consumers when using online food delivery service applications.

The primary method to intensify the search is to do some browsing. Browsing can be divided based on two main motivations, utilitarian and hedonic, where consumers will intensify both types of browsing (Gunden et al., 2020). The utilitarian aspect of this study explains the availability of product information, price/product comparisons from different merchants, and efficiency aspects. On the other hand, hedonic web browsing emphasises the fun aspect when searching for products. Thus, based on several descriptions above, the following are the hypotheses proposed in this study:

H1: Price-savings orientation had a positive effect on utilitarian mobile app browsing.

H2: Price-savings orientation had a positive effect on hedonic mobile app browsing.

Utilitarian & Hedonic Mobile App Browsing. Both utilitarian and hedonic browsing have been validated as motivational elements that reflect consumers' shopping (Zheng et al., 2019). Browsing is defined as the first step in online shopping that can motivate consumers to search for information and make purchasing decisions. Generally, consumers look for information to compare the prices and quality of a particular product or service. In online shopping, browsing involves processes that allow consumers to collect information and eliminate the potential risks of online shopping (e.g. financial, security, privacy, etc.)

Consumers browse websites utilitarianly to obtain product-related information (Zheng et al., 2019). In simple terms, utilitarian browsing is closely related to meeting the 'basic needs' of online consumers when searching online, such as product/service information, price/product comparisons, and time efficiency. Based on general technology adoption theory, utilitarian browsing has been validated as an antecedent of online consumer shopping behaviour, including hospitality and tourism (Gunden et al., 2020).

Previous research conducted by (Gunden et al., 2020) revealed that online food delivery systems provide special offers such as discounts and information on various foods and detailed information about these foods, which can ultimately help consumers make choices. In general, online food delivery systems provide a variety of information that aims to improve consumer experience, and it can persuade (persuade) consumers to use and order through an online food delivery system. In this study, all persuasive information is found on an online food delivery service platform that consumers access using their smartphone and requires consumers first to install the platform.

Hedonic browsing reflects consumers' hedonic motivations related to the use of information systems (Gunden et al., 2020). Hedonic browsing is an essential concept in the hospitality and tourism industry. Hedonic browsing reflects the user's enjoyment when using or searching for products on an application platform. Thus, based on several descriptions above, the following are the two hypotheses proposed in this study:

H3: Utilitarian mobile app browsing had positively affected consumers' persuasion.

H4: Hedonic mobile app browsing had positively affected consumers' persuasion.

Social Influence. Social influence, in the context of this study, is defined as the extent to which an individual perceives reinforcement of a particular behaviour from their social circles (Gunden et al., 2020). Within the purview of this research, it becomes evident that consumer behaviour is profoundly shaped by the input and actions of close friends, family members, or colleagues, especially when they opt to utilise online food delivery service applications for ordering meals and beverages.

The consumption of food products procured through online food delivery systems predominantly occurs within a social milieu. Consumers often reimagine the traditional 'dining experience' within the confines of their homes or workplaces, sharing this experience with family, friends, or coworkers. Moreover, these systems empower consumers by furnishing them with the means to compare multiple restaurants (merchants) and food items using a rating system (Gunden et al., 2020). This facet of online food delivery reflects consumers' endeavours to secure products or services that offer optimal value, pricing, and associated benefits. This user experience can culminate in the cultivation of brand loyalty, which manifests in repeat purchases, sustained patronage, and advocacy for the brand's offerings (Paulose & Shakeel, 2022).

The role of technology in shaping behaviour cannot be understated; it serves as a potent instrument for behavioural modification, fostering digital activism, and ultimately contributing to social change (Kotler, Kartajaya et al., 2021). A segment of customers opts to share their purchase experiences with peers through direct communication or online reviews posted on websites (Rachbini & Hatta, 2018). Consumer decisions can be influenced or solidified based on evaluations and recommendations from fellow consumers, often by perusing star ratings and reviews (Kupor & Tormala, 2018). It is envisaged that the paramount influence of social references holds the potential to significantly impact consumers' persuasion when employing online food delivery systems (Gunden et al., 2020).

Some customers share their purchase experience with friends or post via website reviews (Erkan & Evans, 2018). Consumers can be persuaded or continue the original choice based on other consumers' evaluations (for example, by looking at star ratings and ratingsKupor & Tormala, 2018). The social influence of the most essential references can influence consumers' perceptions. An online food delivery system (Gunden et al., 2020). Therefore, based on several previous studies and various descriptions above, the following are the hypotheses proposed in this study:

H5: Social Influence had a positive effect on consumers' persuasion.

METHODS

Research design. The design in this study generally used a quantitative-based research approach. The researchers used explanatory research, which aimed to test all proposed hypotheses, where the hypotheses were built based on several previous studies and literature. In addition, this study also attempted to explain the correlation and influence between research variables (Price-savings orientation, Utilitarian mobile app browsing, Hedonic mobile app browsing, Social Influence, and Consumer persuasion).

Furthermore, the sampling in this study used a non-probability sampling method, which was considered capable of providing essential and reliable clues to obtain potential information. It was closely related to the research population (Sekaran & Bougie, 2016). Meanwhile, the sampling design used a purposive sampling approach, which was sampling by determining several particular criteria. Thus, the respondents in this study were limited and had to comply with the criteria set by the researcher. Some of these criteria, namely, the respondent must be an active user of the online food delivery service application and have purchased food or drinks online using the application.

In the context of the number of respondents used, the researcher obtained respondents' answers and passed the first verification by the researcher to comply with the established criteria. The questionnaires were distributed using Google Forms, and the online questionnaire was distributed from April 2022 to June 2022. After all data had been collected, the researchers analysed the data using the Structural Equation Model (SEM) technique with the help of software. SmartPLS. SEM is considered to require a larger sample when compared to other multivariate approaches. Generally, the minimum sample size was 150 respondents for a model that has seven constructs or less than seven constructs. Thus, the number of respondents obtained was by the predetermined target. Then, the data was processed, and the results of the validity, reliability, goodness of fit model test, research hypothesis test results, and the magnitude of the influence (regression) between research variables were obtained.

Research Questionnaire. The indicators used in this study aimed to measure each variable. The indicators used are sourced from various previous studies that have proven to be successful in measuring the variables or, in other words, have been tested empirically, the level of validity and reliability. First, the variable price-savings orientation was measured using four indicators adopted from the research (Gunden et al., 2020). For the consumer persuasion variable, the researcher refers to the study of (Gunden et al., 2020)

Utilising a structured questionnaire, a comprehensive investigation was conducted into various facets of user engagement and behaviour within the context of the Online Food Delivery application. This questionnaire comprised five distinct dimensions, each comprising statements designed to gauge users' motivations and experiences comprehensively.

Price-savings orientation: This dimension encompassed users' inclination toward cost-saving strategies and their perception of value for money when using the Online Food Delivery application. The statements included: (1). I can save money by checking prices from various restaurants/merchants listed in the Online Food Delivery application (PR1), (2). I like to find cheap (saving) deals from various restaurants/merchants listed in the Online Food Delivery application (PR2) (3). I often search for cheap offers from various restaurants/merchants listed in the Online Food Delivery application (PR3) and (4). Restaurants/merchants in the Online Food Delivery application offer better value (value for money) (PR4).

Utilitarian mobile app browsing: This dimension examined users' practical use of the app, including its functionality for purchasing, information-seeking, comparison-making, and enhancing the efficiency of their food and beverage shopping. The statements included: (1). I use the Online Food Delivery application to buy food and drinks from various restaurants/merchants (UT1), (2). I use the Online Food Delivery application to

get information about food and drinks from various restaurants/merchants (UT2), (3). I did a comparison before ordering food/drinks in the Online Food Delivery application (UT3) and (4). I use the Online Food Delivery application to shop for food/beverages more efficiently (UT4).

Hedonic mobile app browsing: This dimension delved into the emotional and experiential aspects of app usage, focusing on users' feelings of relaxation, excitement, enjoyment, and engagement. The statements included: (1). I feel very relaxed when using the Online Food Delivery application (HE1), (2). I am excited and happy playing using the Online Food Delivery application (HE2) (3). I enjoy using the Online Food Delivery application, which makes me forget the time (HE3) and (4). I look for food or drinks in the Online Food Delivery application for fun (HE4).

Social Influence: This dimension examined the influence of essential individuals in users' lives, such as family, friends, and influential figures, on their decision to use the Online Food Delivery application. The statements included: (1). Important people in my life think that I should use the Online Food Delivery application (SI1), (2). My family and close friends think I should use the Online Food Delivery application (SI2) (3). People who influenced my behaviour think I should use the Online Food Delivery app (SI3) and (4). People whose opinions I respect encouraged me to use the Online Food Delivery application to order food/drinks (SI4).

Consumers' persuasion: This dimension assessed how the information and features within the application influenced users' restaurant and food choices, ordering methods, and dining preferences. The statements included: (1). The information available in the Online Food Delivery application has succeeded in changing the choice of the restaurant/merchant that I originally wanted to choose (PE1), (2). The information on the Online Food Delivery application changed the food choices I originally wanted to order (PE2), (3). The information available on the Online Food Delivery application encourages me to try new foods or restaurants (PE3), (4). The information available in the Online Food Delivery application makes me no longer use the telephone order method (order by phone) (PE4), and (5). The use of the Online Food Delivery application makes me reduce the frequency of eating in (dine-in) (PE5).

By administering this comprehensive questionnaire, we aimed to gain a deep understanding of users' multifaceted motivations and behaviours when interacting with the Online Food Delivery application, contributing valuable insights to academia and the food service industry.

RESULTS

Respondent Profile. From distributing questionnaires, the researchers obtained 278 answers from respondents who met the requirements, of whom 36.708 per cent were female, and 63.377 per cent were male. Most respondents were under 20 years old (55.423 per cent) and had a final high school education (47.512 per cent). Furthermore, the majority of respondents were domiciled in JABODETABEK (83.500 per cent), did not have their income (56.854 per cent), and were still students (72.723 per cent). Thus, the majority in this study were still unemployed or, in other words, were still students in schools or universities in Indonesia. In addition, the results of the study also show that all respondents

have used online food delivery services (100 per cent), where the majority of respondents have used Go-Food services (48.622 per cent), GrabFood (28.167 per cent), and ShopeeFood (23.431 per cent). This research also showed that most respondents' monthly spending on online food delivery applications is less than Rp.250,000 (66.554 per cent). This figure is relatively low because most respondents are still students/students who are under 20 years old and still need their income.

Table 1 shows presents the results of the Validity Test for each indicator, which is a critical step in assessing the quality of measurement in a research model. In this table, the loading factors for each indicator are reported, indicating the strength of the relationship between the indicator and its corresponding construct. Loading factors exceeding the commonly accepted threshold of 0.700 are considered valid, signifying that these indicators effectively capture and contribute to measuring their respective constructs.

Table 1. Validity Test Results

Code	Consumers' Persuasion	Hedonic Mobile App Browsing	Price-Savings Orientation	Social Influence	Utilitarian Mobile App Browsing
HE1		0.713			
HE2		0.868			
HE3		0.816			
HE4		0.769			
PE1	0.777				
PE2	0.800				
PE3	0.760				
PE4	0.796				
PE5	0.715				
PR1			0.774		
PR2			0.784		
PR3			0.810		
PR4			0.792		
SI1				0.902	
SI2				0.907	
SI3				0.917	
SI4				0.872	
UT1					0.765
UT2					0.755
UT3					0.728
UT4					0.732

Source: Data Analysis Result by Using Smart PLS, based on data survey

Notably, all indicators in the "Price-savings orientation" construct, namely PR1, PR2, PR3, and PR4, exhibit loading factors greater than 0.700, indicating their validity in assessing this particular construct. Similarly, indicators across other constructs like "Utilitarian mobile app browsing," "Hedonic mobile app browsing," "Social Influence," and "Consumers' persuasion" also demonstrate vital loading factors above the 0.700 threshold, confirming their validity.

Table 2, on the other hand, provides the Reliability Test Results, which are essential for evaluating the reliability and convergent validity of the constructs in the research model. Composite Reliability (CR) values are reported for each variable, reflecting the

internal consistency of the measurement items within each construct. Higher CR values indicate more vital internal consistency, suggesting that the items reliably measure the construct they represent.

Table 2. Reliability Test Results

Variable	CR	AVE
Price-savings orientation	0.743	0.518
Utilitarian mobile app browsing	0.805	0.583
Hedonic mobile app browsing	0.794	0.526
Social Influence	0.912	0.733
Consumers' persuasion	0.792	0.526

Source: Data Analysis Result by Using Smart PLS, based on data survey.

Additionally, the Average Variance Extracted (AVE) values are shown, which indicate the amount of variance captured by the measurement items relative to the total variance in the construct. AVE values greater than 0.500 are typically considered acceptable, demonstrating convergent validity by showing that the items collectively explain a substantial portion of the construct's variance.

In this context, **Table 2** indicates that the CR and AVE values for all constructs meet or exceed the standard thresholds, reinforcing the reliability and convergent validity of the measurement model. These results suggest that the measurement items accurately capture and represent the underlying constructs in the research, providing a solid foundation for subsequent data analysis and interpretation.

Research Hypothesis Test Results. The hypothesis test results were analysed using a reasonably comprehensive structural equation model (SEM) method. The data analysis technique was expected to be able to empirically prove the effect between research variables and the magnitude of the weight of the influence of each research hypothesis. The results in **Table 3** showed that the variable price saving orientation positively and significantly affected the Utilitarian mobile app browsing variable (t-value of 11.968 greater than 1.965) and hedonic mobile app browsing (t-value of 6.863 greater than 1.965). Furthermore, the Utilitarian mobile app browsing variable positively and significantly affected Consumers' persuasion (t-value of 5.202 greater than 1.965).

Meanwhile, the Hedonic mobile app browsing variable had no significant effect on Consumers' persuasion (t-value of 1.083 less than 1.965). The last finding was that the Social influence variable was empirically proven to have a positive and significant effect on Consumers' persuasion (t-value of 4.020 greater than 1.965). Regarding the research hypothesis testing results, the following is a summary or test results of all research hypotheses, along with each hypothesis's regression coefficients (weight of influence).

Table 3. Research Hypothesis Test Results

Hypothesis	Regression Coefficient	T Statistics	P Values
Hedonic mobile app browsing -> Consumers' persuasion	0.077	1.083	0.279
Price-savings orientation -> Hedonic mobile app browsing	0.355	6.863	0.000

Price-savings orientation -> Utilitarian mobile app browsing	0.600	11.968	0.000
Social influence -> Consumers' persuasion	0.290	4.020	0.000
Utilitarian mobile app browsing -> Consumers' persuasion	0.357	5.202	0.000

Source: Data Analysis Result by Using Smart PLS, based on data survey

Referring to the summary of results presented in **Table 3**, the variable price-savings orientation positively and significantly affected utilitarian and hedonic mobile app browsing. Furthermore, the utilitarian mobile app browsing variable had a positive and significant effect on consumers' persuasion, and hedonic mobile app browsing had no significant effect. Meanwhile, another independent variable, namely social influence, has been empirically proven to positively and significantly affect the consumers' persuasion variable. To find out all the findings in this study more comprehensively, the following is a visualisation of the SEM output (t-value statistics and regression weights) from the results of data processing that has been carried out by researchers, including the following:
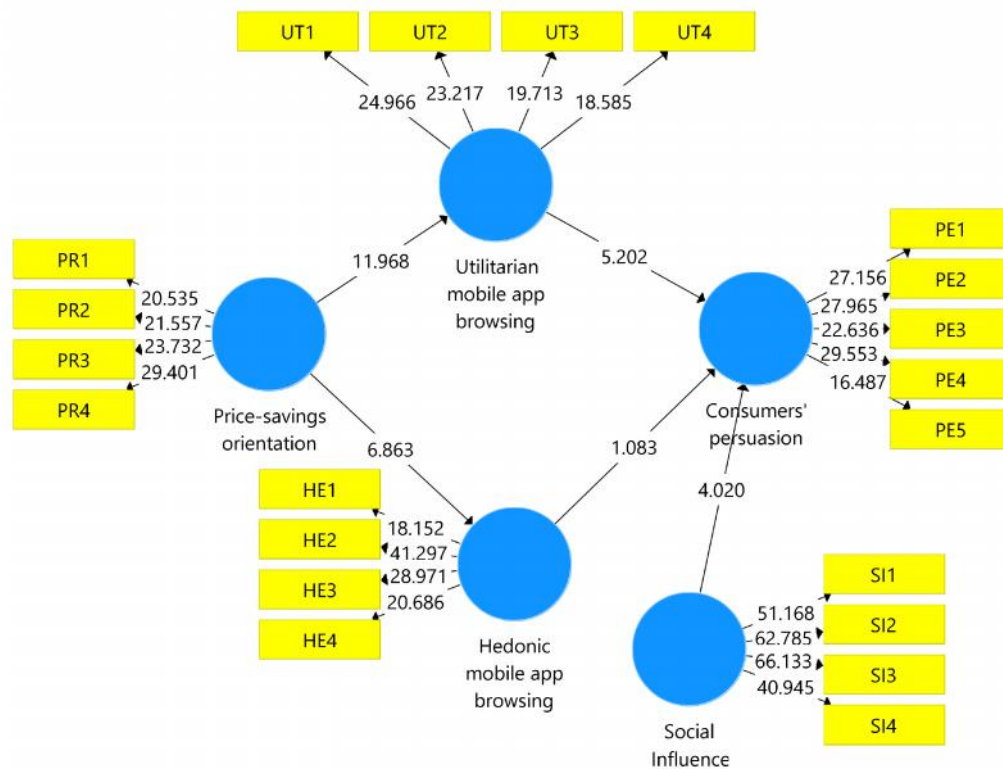

Figure 1. Full Structural Model (T-Value Statistics)
Source: Data Analysis Result by Using Smart PLS, based on data survey

The results of hypothesis testing, as presented in **Figure 1** and **Figure 2**, provide valuable insights into the relationships between the variables under investigation. To assess the statistical significance of these relationships, t-values were employed. Herein, we outline the outcomes and decisions based on the hypothesis tests:
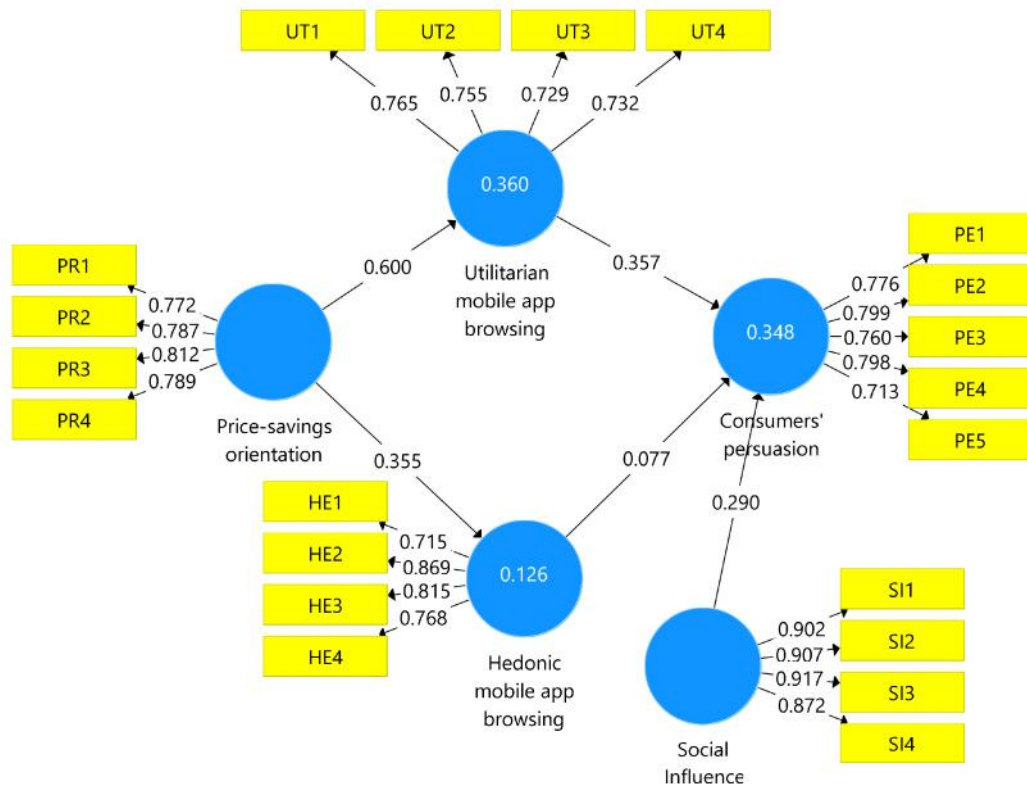
Figure 2. Full Structural Model (Regression Weights)
Source: Data Analysis Result by Using Smart PLS, based on data survey

H1: Price-savings orientation has a positive effect on Utilitarian mobile app browsing.

The regression coefficient for this hypothesis is 0.600, resulting in a t-value of 11.968. This t-value surpasses the critical threshold, leading to the acceptance of H1, indicating that price-savings orientation positively influences utilitarian mobile app browsing.

H2: Price-savings orientation has a positive effect on Hedonic mobile app browsing.

For H2, the regression coefficient is 0.355, with a corresponding t-value of 6.863. This t-value exceeds the critical threshold, affirming the acceptance of H2, signifying that price-savings orientation also positively impacts hedonic mobile app browsing.

H3: Utilitarian mobile app browsing positively affects Consumers' persuasion.

In the case of H3, the regression coefficient stands at 0.357, yielding a t-value of 5.202. This t-value surpasses the critical threshold, leading to the acceptance of H3, demonstrating that utilitarian mobile app browsing positively influences consumers' persuasion.

H4: Hedonic mobile app browsing positively affects Consumers' persuasion.

H4, however, presents a different outcome. The regression coefficient is 0.077, resulting in a t-value of 1.083. This t-value does not exceed the critical threshold, necessitating the rejection of H4. Consequently, Hedonic mobile app browsing does not significantly influence Consumers' persuasion in this context.

H5: Social Influence has a positive effect on Consumers' persuasion.

Lastly, H5 exhibits a regression coefficient of 0.290, with a corresponding t-value of 4.020. This t-value surpasses the critical threshold, affirming the acceptance of H5, indicating that social influence positively affects consumers' persuasion.

The results of the hypothesis testing indicate that price-savings orientation, utilitarian mobile app browsing, and social influence have a significant positive impact on consumers' persuasion within the context of this study. However, hedonic mobile app browsing only significantly influences consumers' persuasion.

As presented in **Figure 2**, the regression analysis results provide valuable insights into the relationships between this study's independent and dependent variables. Each hypothesis is assessed based on the regression coefficient (Beta) and the corresponding t-value, with decisions made regarding whether to accept or reject the hypotheses.

DISCUSSION

This study has yielded several noteworthy findings, shedding light on critical factors influencing the behaviour of online food delivery application users. Among these findings, the variable "price-savings orientation" is a pivotal driver, significantly impacting utilitarian and hedonic mobile app browsing. Users of online food delivery applications perceive distinct advantages, such as streamlined transactions enabled by price comparisons across various registered merchants within the app. This phenomenon is attributed to the competitive pricing and value-added benefits of numerous restaurants or vendors accessible through the application. This study demonstrates that users of online food delivery applications actively explore prices before deciding to order food or beverages. When users encounter "special/saving" offers presented by merchants, it directly influences their subsequent behaviour, fostering a preference for online food delivery applications. These users seek comprehensive information on their desired food or beverage, compare prices, and make purchases through these platforms in pursuit of efficiency. Moreover, active users of online food delivery applications express enjoyment and satisfaction during their app interactions, deriving joy from searching for food and drinks.

The findings of this study align consistently with prior research and existing literature within the realm of digital marketing communication. The Internet's transparency empowers consumers to access a wealth of information, facilitating simultaneous comparisons of various offers. This transparency cultivates "well-informed customers" with heightened sensitivity to price differentials (Kotler et al., 2021). Empirically, this study establishes the impact of the "price-savings orientation" on both utilitarian and hedonic browsing, underscoring users' proactive pursuit of affordable prices for food and drinks through online food delivery platforms. Online food delivery systems serve as

platforms for consumers to compare prices across diverse food products (Yeo et al., 2017). Hedonic web browsing accentuates the pleasurable aspect of searching for products. When users of online food delivery applications exhibit a "price-savings" orientation, it profoundly influences utilitarian and hedonic mobile app browsing. Such users are increasingly motivated to delve into product information in greater detail, employ the price comparison feature within the application, and derive enjoyment and excitement during the product exploration process (specifically for food and beverages) within the online food delivery application. These findings align with (Gunden et al., 2020) prior study, affirming the significant effect of consumers' "price-savings orientation" on utilitarian and hedonic web browsing.

Another pivotal discovery in this study pertains to the substantial influence of utilitarian mobile app browsing on consumers' persuasion. Conversely, hedonic mobile app browsing exhibited no significant effect on consumers' persuasion, contrasting with (Gunden et al., 2020) findings, where utilitarian browsing lacked an impact while hedonic browsing emerged as a robust predictor of persuasion. Several fundamental distinctions account for this variance. Firstly, this study was conducted in Indonesia, a developing Southeast Asian country, with most respondents residing in Jakarta and its environs. Notably, the majority of respondents were students who needed more personal income. In such a context, factors like "price," efficiency, price-product comparison prior to ordering, and product value are critical in influencing consumers' persuasion. Utilitarianism in this context is closely intertwined with fundamental considerations. Research suggests that Indonesian consumers are highly price-sensitive (Handayani et al., 2020). This sensitivity translates into product prices as the primary consideration before online purchases.

Furthermore, the mobile-based application constituted the primary research platform, allowing consumers to purchase anytime, anywhere. Technology enables rapid changes in promotional strategies and pricing, including dynamic pricing for experimental purposes (Kotler, Kartajaya et al., 2021). In the context of online food delivery platforms, technology companies often leverage "artificial intelligence and big data" to disseminate product, price, and promotional information to customers. These strategies are typically grounded in historical data about customer purchases, with artificial intelligence guiding the delivery of personalised offers to the right customers. The analytical capabilities of big data empower marketers to tailor their strategies to each customer's preferences (Kotler et al., 2021).

Lastly, this study illuminates the significant impact of social influence on consumers' persuasion, primarily from family, relatives, and close friends. Social influence is increasingly channelled through social media platforms and networks in the digital age. Many customers consider their social networks more than advertising sources and expert opinions. In contemporary purchasing decisions, individual preferences are entwined with the pursuit of social conformity. As inherently social beings, humans draw inspiration from others' life experiences, integrating them into their narratives. Friends within social networks emerge as influential benchmarks (Kotler et al., 2021). Online food delivery systems empower consumers to scrutinise various restaurants and food products through rating systems (Gunden et al., 2020). These ratings surreptitiously guide consumers in assessing product options, ultimately influencing their decisions to order food or beverages via online food delivery applications. This underscores the substantial role of social

influence in shaping food choices, determining preferred restaurants or vendors, and driving the decline of traditional dine-in and telephone-based ordering methods. Technology is a potent tool for behaviour modification, fostering digital activism and, in turn, driving societal change (Kotler et al., 2021). Consumer decisions are swayed by peer evaluations, including star ratings and reviews (Kupor & Tormala, 2018). The study echoes the findings of (Gunden et al., 2020), highlighting the positive influence of social networks in promoting online food delivery applications through recommendations and endorsements from close friends and family.

This study underscores a critical research gap within the Southeast Asian region, particularly Indonesia, a developing nation with a burgeoning digital economy. While prior literature has examined online food delivery platforms, research focusing on the role of "persuasion" in food and beverage delivery services remains limited in Southeast Asia. This gap poses a significant challenge and warrants immediate attention from researchers.

Previous studies outside Southeast Asia have identified key predictors influencing consumer "persuasion." For instance, (Gunden et al., 2020) shed light on the empirical impact of social influence and hedonic browsing on consumers' persuasion, while utilitarian browsing exhibited no significant effect. Furthermore, the study revealed that both utilitarian and hedonic aspects were profoundly shaped by consumers' "price-savings orientation," signifying the importance of this orientation in the consumer decision-making process. In Indonesia, consumers are exceptionally price-sensitive (Handayani et al., 2020), dedicating considerable time to comparing product prices. Pricing strategies, such as discounts and rebates, significantly influence consumer choices in the restaurant industry, characterised by solid price fragmentation (Kotler et al., 2021).

To extend the body of knowledge in this field, this study investigates the predictive power of "social influence" in shaping consumer "persuasion" within the online food delivery context. The findings, in line with prior research, emphasise the substantial role of social networks in encouraging the use of online food delivery applications through recommendations from close friends and family (Gunden et al., 2020).

The findings of this study carry several important policy implications for online food delivery platforms operating in Indonesia and other similar markets. These implications are derived from the insights gained into user behaviour, particularly about the "price-savings orientation," utilitarian and hedonic browsing, and the impact of social influence.

Online food delivery platforms should prioritise offering users special offers and price-related promotions. The study emphasises that price-savings orientation significantly influences browsing behaviour, both utilitarian and hedonic. Therefore, platforms should strategically position special discounts, promotional prices, and savings-oriented content to attract users' attention.

Transparency regarding pricing information is crucial. Online food delivery apps must consistently display prices, including promotional prices, to empower users to make informed decisions. This can be especially effective in motivating users to make quick, price-driven purchase choices. To enhance utilitarian-based searches, platforms should harness dynamic pricing strategies. These strategies, often based on artificial intelligence and big data, can personalise promotions and offers according to user's preferences and behaviour. Leveraging historical data and user profiles, platforms can optimise the timing and targeting of promotions, further influencing consumer choices.

Recognising the significance of social influence, online food delivery platforms can collaborate with prominent public figures or influencers to organically promote their services. These partnerships can involve influencers sharing their experiences with the platform through social media platforms like Instagram, Twitter, Facebook, YouTube, TikTok, and WhatsApp. The messaging should blend seamlessly with the influencer's content, focusing on the variety and affordability of food and beverages available on the platform.

Beyond promotional content, influencer collaborations can extend to educational content. Public figures can provide tutorials on how to effectively use online food delivery applications, how to place orders and maximise the use of vouchers and discount codes. This educative approach can facilitate user engagement and retention. Encourage users to leave reviews and recommendations on the platform. Positive ratings and reviews from other consumers play a significant role in influencing purchasing decisions. The online food delivery platform should feature these ratings and reviews to help users make informed choices.

Platforms can incorporate gamification elements, loyalty programs, and referral incentives to enhance user engagement. These strategies can further incentivise users to explore the platform, discover new dining options, and share their experiences with others: localisation and Cultural Sensitivity. Recognise the cultural and economic factors that influence consumer behaviour. Strategies should be adapted to local preferences and conditions, especially in diverse markets like Indonesia. Consider the specific needs and sensitivities of users in different regions.

The implications of this study suggest that online food delivery platforms proactively leverage users' price-savings orientation, harness the power of social influence through influencers, and provide an engaging and transparent platform. By doing so, these platforms can effectively navigate the unique dynamics of emerging markets and foster growth and customer loyalty in the highly competitive online food delivery industry.

Limitations of this study include its geographical specificity, conducted primarily in Indonesia, which may limit generalizability to other regions due to unique cultural and economic factors. Demographic bias was present as most participants were students without personal income, potentially restricting the findings' applicability to a broader audience. The cross-sectional design captured a single snapshot of consumer behaviour, lacking insights into changes over time. Data reliance on self-reported responses introduced recall and social desirability biases. The study's scope omitted variables like food quality and delivery time, potentially affecting consumer decisions. Findings may not directly apply to different countries with distinct contexts. Lastly, temporal factors like seasonality and external events should have been considered, impacting consumer engagement with online food delivery applications.

The study revealed several pivotal findings. The primary discovery was the significant influence of "price-savings orientation" on utilitarian and hedonic mobile app browsing. Users actively engaged in price exploration, seeking savings and enjoyment in searching for food and drinks. This behaviour substantially impacted their subsequent decisions to use online food delivery applications. The findings suggest that users are well-informed and driven by the desire for savings while enjoying the browsing process.

Another essential discovery was the influence of "utilitarian mobile app browsing" on consumers' persuasion, contrasting with the minimal impact of "hedonic mobile app browsing." This is a notable deviation from prior research, reflecting the unique context of Indonesia, where price sensitivity, efficiency, and price-product comparison play a dominant role in consumer decision-making.

Moreover, the study highlighted the significant impact of "social influence" on consumers' persuasion, mainly from family, close friends, and relatives. Social networks act as influential benchmarks, guiding consumer decisions through ratings and reviews and driving the use of online food delivery applications.

The observed results are attributed to Indonesia's distinct socio-economic and technological landscape. The prevalence of "price-savings orientation" can be linked to the price-sensitive nature of Indonesian consumers and the convenience of mobile-based applications that enable price comparisons and value-seeking behaviours. Users derive enjoyment from savings and the hedonic aspect of searching for food and beverages. This aligns with the evolving consumer behaviour facilitated by technology and information accessibility.

The prominence of "utilitarian mobile app browsing" in influencing persuasion can be attributed to the context-specific nature of consumer behaviour in Indonesia. Price-consciousness and the availability of mobile apps for food delivery create an environment where consumers prioritise efficiency, price comparisons, and product value.

The significant impact of "social influence" is driven by the prevalence of social networks and digital platforms. Consumers rely heavily on ratings and reviews from friends and family to make informed choices. This emphasises the role of technology in shaping consumer behaviour and facilitating digital activism.

The study's findings hold practical implications for online food delivery platforms operating in Indonesia and similar markets. Online food delivery platforms should prominently feature special offers and price-related promotions. Highlighting such promotions will attract users driven by price-savings orientation and encourage them to explore the platform. Consistently displaying prices, including promotional prices, is essential to empower users to make informed decisions quickly. This transparency can motivate users to make price-driven purchases, even if they initially did not intend to order.

Leveraging dynamic pricing strategies driven by artificial intelligence and big data can personalise offers and promotions, influencing consumer choices. This can be especially effective in targeting users based on their preferences and behaviour. Online food delivery platforms can collaborate with influencers to promote their services organically. Influencers can share their experiences through social media, emphasising the variety and affordability of food and beverages available.

Influencers can also provide tutorials on using the online food delivery application effectively, including tips on maximising the use of vouchers and discount codes. This educational approach can foster user engagement and retention. Encouraging users to leave reviews and recommendations on the platform can significantly impact purchasing decisions. Positive ratings and reviews from other consumers serve as influential benchmarks.

To enhance user engagement, online food delivery platforms can incorporate gamification elements, loyalty programs, and referral incentives. These strategies can

incentivise users to explore the platform and share their experiences. Recognising the cultural and economic factors that influence consumer behaviour is crucial. Strategies should be adapted to local preferences and conditions, especially in diverse markets like Indonesia.

The findings of this study align and diverge from related research in significant ways. While previous studies emphasised hedonic browsing as a robust predictor of persuasion, this study highlights the dominance of utilitarian browsing in Indonesia. The unique socio-economic factors, such as price sensitivity and the prevalence of mobile apps, contribute to these distinctions.

Additionally, the significance of "price-savings orientation" as a driving force in browsing behaviour is a novel aspect introduced by this research, aligning with the evolving role of technology in influencing consumer behaviour. The study's focus on the Indonesian market, particularly within the online food delivery sector, reveals unique dynamics compared to research conducted in other regions. The price-consciousness of consumers and the prevalence of digital platforms contribute to the observed differences.

CONCLUSION

The results of this study indicated that price-savings orientation had a positive and significant effect on hedonic and utilitarian mobile app browsing. Meanwhile, utilitarian mobile app browsing and social influence have been empirically proven to affect consumers' persuasion significantly. These findings become the primary basis for developing and implementing future managerial implications that can be useful for online food delivery platforms in Indonesia. First, price was the primary consideration and orientation for online food delivery consumers. This must be a significant concern in the development of an online food delivery application platform, where the product search feature through 'sort/filtering products' was not only limited to the performance rating obtained by merchants, but the best offers at special prices can appear/communicate on the top ranking after application user performs a search. Second, to intensify utilitarian-based searches, all food and beverage information in online food delivery applications must always display prices, especially promo prices, to influence consumer choices and stimulate consumers to make purchases as soon as possible. This also allows for impulse buying for consumers who initially intended to order something other than food or drinks. Third, communication promos such as cashback, special discounts, and free food delivery must be correct on target by utilising the available database. This is so that users of the online food delivery application can re-order.

The findings of this study contribute several novel insights to the understanding of consumer behaviour in the context of online food delivery applications, particularly within Indonesia's unique socio-economic and technological landscape.

Price-savings Orientation and Browsing Behavior: One significant contribution is confirming the importance of price-savings orientation in shaping users' mobile app browsing behaviour. Users in this study actively sought price-related benefits when utilising online food delivery applications, such as efficiently comparing prices among registered merchants. This behaviour aligned with their goal of obtaining the best value and savings. Such findings reflect the emergence of "well-informed customers" who

leverage the transparency of online information to make informed choices and display price sensitivity. This price-savings orientation positively influenced utilitarian mobile app browsing and surprisingly enhanced hedonic mobile app browsing. The latter indicates that users found enjoyment in the process of searching for food and beverages, even while seeking savings. This finding aligns with the evolving consumer behaviour driven by technology and information accessibility.

Utilitarian vs. Hedonic Browsing: Another noteworthy aspect is the differential impact of utilitarian and hedonic mobile app browsing on consumers' persuasion. Utilitarian browsing significantly influenced consumers' persuasion, suggesting that efficiency, price comparison, and product value were pivotal in influencing consumers' decisions. Given the price sensitivity of Indonesian consumers and the widespread use of mobile-based applications, utilitarian browsing emerged as a critical driver of persuasion. In contrast, hedonic browsing did not significantly affect consumers' persuasion. This deviation from the findings of a previous study by (Gunden et al., 2020) underscores the context-specific nature of consumer behaviour. The cultural and economic factors unique to Indonesia, particularly the price-consciousness of consumers, contributed to this discrepancy.

Social Influence and Persuasion: The study also highlights the substantial role of social influence emanating from family, close friends, and relatives in shaping consumers' persuasion. Social networks emerged as significant benchmarks in influencing purchasing decisions in person or through digital platforms. Social influence was particularly prominent in online food delivery systems, where consumers relied on ratings and reviews to make choices. The presence of positive ratings implicitly guided consumers in selecting products and influenced their decision to use online food delivery applications. This underscores the decisive role of social networks and digital platforms in consumer decision-making. This study demonstrates that technology is a potent tool for behaviour modification, fostering digital activism and driving social change.

This research offers a novel perspective on consumer behaviour within Indonesia's online food delivery industry. It underscores the significance of price-savings orientation in shaping mobile app browsing behaviour, with users actively seeking savings and enjoyment. Additionally, the study reaffirms the importance of utilitarian browsing in influencing consumers' persuasion within this context. Importantly, it highlights the substantial impact of social influence, primarily from social networks, in shaping consumer choices and behaviour. These findings contribute to a deeper understanding of how consumers navigate the online food delivery landscape, particularly in emerging economies like Indonesia, and offer valuable insights for businesses operating in this sector.

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