

ABSTRACT

The food delivery application market in Indonesia is currently in a promising position since the outbreak of the COVID-19 pandemic. According to recent data, a total of 19.85 million Indonesians have made purchases through food delivery applications. GoFood, a subsidiary of PT GoTo Gojek Tokopedia Tbk, is an Indonesian-made application that ranks first as a food delivery application with the largest Gross Merchandise Value (GMV) in Southeast Asia. However, currently, GoFood is experiencing a period of stagnation over the past three years, as measured by its GMV which has remained at the level of US\$ 2 billion.

*The food delivery application is considered as a persuasive communication channel between merchant and consumers, thus requiring a balanced marketing communication strategy. The aim of this study is to determine the extent to which *Quantity of Information, Consistency of Information, Usefulness of Information, and Adoption of Information* influence *Purchase Intention* on the food delivery application GoFood, using the *Information Adoption Model* extension.*

*This study is a quantitative research with causal and descriptive analysis. The sampling process was conducted by distributing questionnaires to 400 respondents. This study employed the *Structural Equation Modelling (SEM)* data analysis tool, utilising the *SmartPLS 3.2.9* statistical software.*

*The findings of this study indicate a positive and statistically significant correlation between the *Information Adoption and Purchase Intention* of the customer. In addition, there exists indirect correlations between *Information Quantity, Information Credibility, Information Quality, Information Usefulness, and Information Consistency*, which collectively impact customer *Purchase Intention*. These factors are ranked in descending order based on their level of significance.*

Based on the findings of this study, GoFood has the potential to: (1) adopt a comprehensive strategy that involves clarifying information; (2) offer informative content that includes expert knowledge and user experiences; (3) enable consumer-to-consumer (C2C) interactions through diverse online forums; and (4) create a system that facilitates the sharing of positive feedback from online platforms.

Keywords: COVID-19; Indonesia; *Information Adoption Model; Purchase Intention; Online food delivery*