

ABSTRACT

Technological developments in the culinary field are increasingly developing in Indonesia. Advances in technology and information continue to encourage Indonesians to be practical, easy, and fast in the culinary field through online food delivery platform. The growing online food delivery business in Indonesia impacts customer switching behavior from conventional food industry to the use of online food delivery platform. The top 2 online food delivery platforms in Indonesia namely GoFood and GrabFood.

This study aims to analyze the overall categories of the initial variable items and factors, determine the factors of customer switching behavior from conventional food industry to the use of online food delivery platforms in Indonesia, and identify the most dominant factors in consumer switching behavior from conventional to online food. This study is descriptive research using quantitative methods. The sample in this study are GoFood and GrabFood users in Indonesia as many as 412 respondents with sampling technique is non-probability sampling method. The data analysis technique used in this study is Factor Analysis, which using 5 initial variables that adopted from previous research. Factor analysis technique of this study using Confirmatory Factor Analysis (CFA) approach. Based on the research results, it is obtained 8 new factors that formed on customer switching behavior from conventional food industry to the use of online food delivery platforms in Indonesia, such as: payment easiness, alternative solution, service quality, lifestyle, time saving, special menus discount, menu uniqueness, and variety seeking.

Keywords: Customer Switching Behavior, Online Food Delivery, Factor Analysis, Indonesia