

ABSTRACT

With the advancements in technology and improvements in internet connectivity have driven the emergence of online food delivery services. This has led to changes in customer shopping behavior, particularly in the purchase of food. Since the introduction of these services, the process of buying food has become easier and more straightforward..

One of the popular online food delivery services in Indonesia is Go Food. Go Food is the leading food delivery service in Indonesia and has held the top position in the country since 2021.

This study aims to understand respondents' opinions on the Marketing Mix and Consumer Behavior Factors regarding Go Food's food delivery service, to identify the factors that contribute to Go Food's popularity and prominence as an online food delivery service in Indonesia, and to determine the most dominant factor.

This study employs a quantitative method with a survey approach. Data analysis is conducted using Descriptive Analysis and Confirmatory Factor Analysis (CFA) techniques with SPSS 25 software. Questionnaires were distributed to 385 respondents who have used Go Food for the past three years and reside in five major cities in Indonesia: Jakarta, Surabaya, Bandung, Medan, and Semarang.

The research findings indicate that respondents' feedback on the Marketing Mix variables and Consumer Behavior Factors towards Go Food is very positive. Both variables significantly influence and can affect Go Food's consistency as the number one food delivery service in Indonesia for three consecutive years, with a loading factor value of 0.932. The most dominant factor influencing Go Food's consistency is the restaurant location information and consumers' occupational activities.

Keywords: Online food delivery, Go Food, Impact of Go Food in Indonesia, Factors influencing food delivery services.