The Influence of Digital Marketing and Consumer Behavior On Consumer Purchase Interest in Online Food Delivery Services with Social Media Marketing as a Variables Mediation

Fadhil Febriansyah [1], Osly Usman [2]

[1]Department of Management, Universitas Negeri Jakarta, Indonesia

[2]Department of Management, Universitas Negeri Jakarta, Indonesia

Keyword

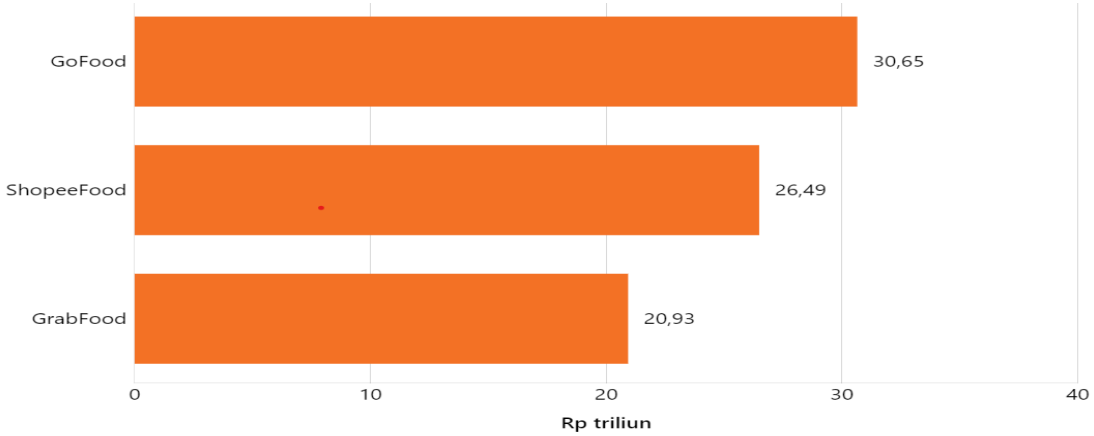
1. Introduction

Digital marketing through social media marketing has become one of the most effective strategies in reach consumer in a way extensive and efficient , especially in the digital era when this . On online food delivery platforms , such as GoFood , GrabFood , and ShopeeFood , consumers the more depend on the convenience and flexibility offered by technology in matter booking food . With the more height use of social media among society , companies operating in the field online food delivery utilizing platforms such as Instagram, Facebook, and TikTok as means For promote products and services they .

Study about The effectiveness of digital marketing is very relevant For understand the extent of the promotional strategy carried out via social media capable influence interest buy consumers . This is important remember the very rapid development of online food delivery platforms and increasing competition strict . Research This aiming For explore influence content , frequency promotions , and types digital promotion carried out via social media to decision consumer in use online food delivery service .

Figure 1.1

Transaction Value Service Indonesian Food Delivery Order 2022



Source : (Databooks,2022)

On the results research at Southeast Strategics provides know that GoFood become online food delivery with transaction the largest in Indonesia. In addition to having transaction

the largest in Indonesia, GoFood has also become top of mind (50%) on online food delivery in Indonesia.

GoFood own mark transaction with total of Rp30.65 trillion according to Southeast Strategics calculations . From the value transaction said , GoFood have mark transaction the biggest after ShopeeFood and GrabFood .

Although new operate since 2021 , ShopeeFood Already own mark the above transaction GrabFood . Based on calculation , ShopeeFood own mark transaction with amounting to Rp26.49 trillion . Then the last one , GrabFood own mark lowest transaction between 2 competitors with amount mark transaction of Rp20.93 trillion .

This matter show that each online food delivery platform needs creating digital marketing strategies and behavior consumer with choose appropriate social media marketing For increase Power interest buy consumers .

Based on the description background behind said , researchers do study regarding **" The Influence of Digital Marketing and Consumer Behavior On Consumer Purchase Interest in Online Food Delivery Services with Social Media Marketing as a Variables Mediation"**

2. Literature Review

2.1 Digital Marketing

The increasing world of internet and technology led to today's digital marketing become a very popular strategy and is used by almost part big marketers all over the world so that making the internet a very prospective market. (Ardani , 2022). According to Sanchez-Franco et al., (2014) in Utomo et al., journal (2023) Digital marketing as results marketing evolution. Evolution happen when company use digital media channels for part big marketing. According to Anjani (2024), digital marketing is explained as A activity economy based on with digital technology and information through online media that creates innovation new that is a market that is formed Because existence digital technology means matter This can accommodate trading goods and services through e-commerce.

In addition , marketing strategies with use marketing digital has ability For reach global website users who can find consumer new , and can reach consumer in a way

appropriate with more costs low compared to the marketing process traditional . See benefit said , digital marketing is considered suitable used as a strategy for increase sale MSME products and other products that are run company in big scale .

2.2 Consumer Behavior

According to Priansa, (2016) in the journal Reska et al., (2023) consumer behavior is the behavior shown by consumers when searching, buying, using, and consuming products and services that are expected to meet their needs. According to Kotler et al., (2008) in the journal Reska et al., (2023) there are 4 indicators in consumer behavior, including: 1) Product, 2) Price, 3) Promotion, and 4) Place.

According to Kotler & Keller (2008) in the Hermawan Journal, (2023), consumer behavior is the study of individuals, groups, and even organizations that choose, buy, and use goods and services to satisfy their needs and desires.

2.3 Social Media Marketing

According to Dewi et al., (2021) in Sjoraida et al., (2023) explained that social media marketing is a way of marketing using social media as a marketing tool, which aims to market brands, products, and services by utilizing people who participate in social media. According to Khamdi & Gunawan, (2024) also explained that social media marketing is a marketing strategy that uses social networking platforms to build awareness, recognition, memory, and actions related to brands, products, businesses, individuals, or groups.

According to Tong & Subagio (2020) in Astuti & Abdurrahman, (2022) explains the indicators of Social Media Marketing that the basic reference for success variables includes: (1) Interaction, the company must create interaction with consumers, for example by replying to comments from consumers, directing messages and broadcasting, so that consumers feel easy in getting information from the company. (2) Sharing of Content, a dimension that uses social media marketing as a means of exchanging information and sharing content with consumers, for example such as direct messaging and comment columns. (3) Accessibility, a dimension that prioritizes convenience and low cost in running social media marketing. (4) Credibility, how a company is required to be able to

show its credibility in terms of providing information, helping to solve consumer problems, and how to respond to suggestions or criticism from consumers.

2.4 Consumer Purchase Interest

Buying Interest is a consumer behavior that occurs when consumers are stimulated by external factors and come to buy based on the characteristics of their personal decisions and decision-making processes (Saputra et al., 2023). Buying interest is something that arises after receiving stimuli from the product they see, then the desire to buy and own it arises.

According to Paramita et al., (2022) in the journal Saputra et al., (2023) Indicators of Consumer Purchase Interest include: 1) Customer satisfaction level; 2) Interaction in social media; 3) Market surveys and research; and 4) Product reviews and ratings. Consumer Purchase Interest is the stage where consumers form their preferences among several brands that are integrated into their preferred device, then ultimately make a purchase on the alternative they prefer, or the process that consumers go through to buy goods or services based on various considerations (Handayani, 2023).

3. Material and Method

3.1 Design Study

This research uses quantitative methods. The sample technique used is a non-probability sampling and used the purposive sampling method. This purposive sampling is carried out by selecting respondents who meet certain criteria. The criteria respondents in this study is students of the State University of Jakarta who actively use *the Online Food Delivery* service. This technique requires 140 respondents to test the validity and existing hypotheses. The sampling method is done using Google Form. Data collection is carried out by distributing questionnaires online to respondents.

3.2 Data Analysis

Data collection techniques will be carried out using questionnaires through Google Forms and disseminating them online through social media. Researchers used the Likert scale as a measurement scale with a scale of 1 to 5 (1 = Strongly Disagree, 2 = Disagree, 3 = Undecided, 4 = Agree, 5 = Strongly Agree). The data was analyzed using SEM PLS with the help of SmartPLS version 4. PLS-SEM is used in this study for two tests: the outer model and the inner model. The outer model consists of convergent validity, discriminant validity, and reliability tests. Inner model consists of R-Square. The research model can be seen as follows:

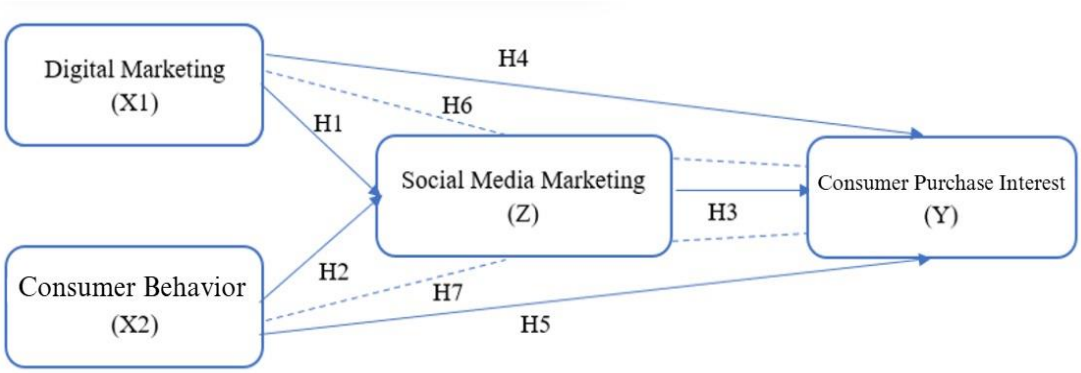


Figure 1. Research Model

4. Result

Table 1. Outer Loading

	DIGITAL MARKETING	CONSUMER PURCHASE INTEREST	CONSUMER BEHAVIOR	SOCIAL MEDIA MARKETING
DM1	0.805			
DM2	0.733			
DM3	0.732			
DM4	0.772			

DM5	0.788			
DM6	0.847			
DM7	0.727			
MB1		0.852		
MB2		0.854		
MB3		0.786		
MB4		0.753		
MB5		0.798		
MB6		0.794		
MB7		0.821		
PK1			0.791	
PK2			0.802	
PK3			0.756	
PK4			0.720	
PK5			0.794	
PK6			0.820	
PK7			0.739	
SMM1				0.803
SMM2				0.815
SMM3				0.847
SMM4				0.871
SMM5				0.839
SMM6				0.865
SMM7				0.874

Based on the calculations in the table, it can be concluded that the results of the outer loading show that almost all indicators related to Digital Marketing, Consumer Behavior, Social Media Marketing, and Consumer Purchase Interest are valid, because they meet the criteria with a

loading factor value of > 0.7. Therefore, the indicators in this questionnaire are considered to be the right measuring tools.

Table 2. Average Variance Extracted

Variabel	AVE	Criteria	Result
Digital Marketing	0,586	0,50	Valid
Consumber Behavior	0,655	0,50	Valid
Social Media Marketing	0,595	0,50	Valid
Consumer Purchase Interest	0,715	0,50	Valid

As shown in table, all indicators of X1, X2, Z, and Y statements are valid because the values of the holding factor meet the criteria of more than 0.5. The research instrument can be considered good and reliable if the extracted mean variation value (AVE) exceeds 0.5. As a result, this questionnaire indicator can be used as an appropriate and precise measurement tool.

Table 3. Fornell Larcker Criterion

	DIGITAL MARKETING	CONSUMER PURCHASE INTEREST	CONSUMER BEHAVIOR	SOCIAL MEDIA MARKETING
DIGITAL MARKETING	0.765			
CONSUMER PURCHASE INTEREST	0.814	0.809		
CONSUMER BEHAVIOR	0.849	0.823	0.771	

SOCIAL MEDIA MARKETING	0.862	0.905	0.845	0.845

The AVE Square Root Value (Fornell-Lacker Creterium) shows the diagonal value on the Fornell-Lacker Creterium table and is used to measure the extent to which the indicators used can distinguish between different constructs from each other. A good AVE Square Root value is greater than the correlation value between other latent variables, as shown in table 4.3 and all variables meet the criteria.

Table 4. Composite Reability

	Cronbach's alpha	**Composite reliability (rho_a)**	**Composite reliability (rho_c)**	**Criteria**	**Result**
DIGITAL MARKETING	0.881	0.887	0.908	>0,70	Reliable
CONSUMER PURCHASE INTEREST	0.912	0.915	0.930	>0,70	Reliable
CONSUMER BEHAVIOR	0.886	0.889	0.911	>0,70	Reliable
SOCIAL MEDIA MARKETING	0.933	0.935	0.946	>0,70	Reliable

Based on the calculations in the table, it can be concluded that the results of the outer loading show that almost all indicators related to Digital Marketing, Consumer Behavior, Social Media Marketing, and Consumer Purchase Interest are valid, because they meet the criteria with a loading factor value of > 0.7. Therefore, the indicators in this questionnaire are considered to be the right measuring tools.

Table 5. R-Square

	R-square	**R-square adjusted**

CONSUMER PURCHASE INTEREST	0.832	0.828
SOCIAL MEDIA MARKETING	0.789	0.786

A larger R-Square value indicates that the predictive model of the study is better. The R-Square value of Consumer Purchase Interest is 0.828, which shows that the variables of Consumer Purchase Interest can be explained by digital marketing, consumer behavior and social media marketing. The R-Square value of social media marketing of 0.786 shows that social media marketing as an intervening variable can be explained by digital marketing and consumer behavior.

Table 6. Direct Effect and Indirect Effect Testing Results

	Original sample (O)	**T statistics (|O/STDEV|)**	**P values**
DIGITAL MARKETING -> SOCIAL MEDIA MARKETING	0.517	4.483	0.000
CONSUMER BEHAVIOR -> SOCIAL MEDIA MARKETING	0.406	3.534	0.000
SOCIAL MEDIA MARKETING -> CONSUMER PURCHASE INTEREST	0.711	5.888	0.000
DIGITAL MARKETING -> CONSUMER PURCHASE INTEREST	0.047	0.457	0.324
CONSUMER BEHAVIOR -> CONSUMER PURCHASE INTEREST	0.181	1.475	0.070
DIGITAL MARKETING -> SOCIAL MEDIA MARKETING-> CONSUMER PURCHASE INTEREST	0.368	3.636	0.000
CONSUMER BEHAVIOR -> SOCIAL MEDIA MARKETING-> CONSUMER PURCHASE INTEREST	0.289	2.923	0.002

To determine the significance of the results, bootstrapping can be applied in this study, with a threshold P-value of less than 0.05. Path coefficients are analyzed to evaluate the level of significance or probability (P-value) and T-statistics. A hypothesis is considered valid (Ho is

accepted) if the P-value is below 0.05 and the T-statistic exceeds 1.96, indicating a significant effect. On the other hand, if the P-value is greater than 0.05, the hypothesis is rejected (Ho is rejected), meaning no significant effect is observed.

5. Discussions

H1: Digital Marketing has an effect on Social Media Marketing on *online food delivery services*

The original sample value of the digital marketing variable on social media marketing was positive 0.517, t-statistic 4.483 > 1.96 and p-value 0.000 < 0.05, which means that there is a positive influence between digital marketing and social media marketing, so H1 is accepted.

H2: Consumer Behavior Affects *Social Media Marketing* on *Online Food Delivery Services*

The original sample value of consumer behavior variables on social media marketing was positive 0.406, t-statistic 3.534 > 1.96 and p-value 0.000 < 0.05, which means that this shows a positive influence between consumer behavior variables on social media marketing, so it can be concluded that H2 is accepted.

H3: *Social Media Marketing* Affects Consumer Purchase Interest in *Online Food Delivery Services*

The original sample value of social media marketing on Consumer Purchase Interest was positive 0.711 t-statistic 5.888 > 1.96 and p-value 0.000 < 0.05, which means that this shows the positive influence of social media marketing on Consumer Purchase Interest, so it can be concluded that H3 is accepted.

H4: *Digital Marketing* has an effect on Consumer Purchase Interest in *online food delivery services*

The original sample value of digital marketing on Consumer Purchase Interest was positive 0.047, t-statistic 0.457 < 1.96 and p-value 0.324 > 0.05, which means that this shows an insignificant influence between digital marketing on Consumer Purchase Interest, so H4 was rejected.

H5: Consumer behavior affects Consumer Purchase Interest in *online food delivery services*

The original sample value of the consumer behavior variable on Consumer Purchase Interest was positive 0.181, t-statistic 1.475 < 1.96 and p-value 0.070 > 0.05, which means that this shows an insignificant influence between consumer behavior variables on Consumer Purchase Interest, so it can be concluded that H5 is rejected.

H6: *Digital Marketing* Affects Consumer Purchase Interest through *Social Media Marketing* as a Mediating Variable in *Online Food Delivery Services*

Then, the indirect effect produced the original value of the digital marketing sample on Consumer Purchase Interest through social media marketing, which was positive 0.368, t-statistic 3.636 > 1.96 and p-value 0.000 < 0.05, which means that it shows the positive influence of digital marketing on Consumer Purchase Interest through social media marketing, so that H6 is accepted.

H7: Consumer Behavior Affects Consumer Purchase Interest through *Social Media Marketing* as a Mediation Variable in *Online Food Delivery Services*

The original sample value of consumer behavior variables on Consumer Purchase Interest through social media marketing is positive 0.289, t-statistic 2.923 > 1.96 and p-value 0.002 < 0.05, which means showing a positive influence of consumer behavior on Consumer Purchase Interest through social media marketing, so it can be concluded that H7 is accepted.

6. Conclusion, Implication, and Recommendation

Based on the data analysis and discussion described above, the following conclusions are obtained:

1. The influence of digital marketing on Consumer Purchase Interest: digital marketing does not have a positive influence on Consumer Purchase Interest. While digital marketing strategies can have a positive impact, they are not powerful enough to directly increase consumer interest in buying something. Other factors may be more dominant influencing consumers' decisions about what they buy.
2. Digital Marketing and Social Media Marketing: Digital marketing has been proven to have a positive and significant influence on social media marketing. This shows that the better the digital marketing strategy is carried out, the stronger the impact on the success of marketing activities on social media. An effective digital marketing strategy can increase brand interaction, engagement, and exposure on social media platforms.
3. Consumer Behavior and Consumer Purchase Interest: Consumer behavior has no positive influence on Consumer Purchase Interest, but this influence is not significant. In other words, even if consumers have behaviors that support their purchase decisions, those factors are not strong enough to immediately increase their buying interest. Mediation factors, such as social media marketing, are likely to play an important role in directing consumer behavior towards purchasing decisions.
4. Consumer Behavior and Social Media Marketing: Consumer behavior has a positive and significant influence on social media marketing. These findings show that when consumers have active behavior in using social media—for example, by searching for product information, providing reviews, or interacting with brands—this directly supports the effectiveness of social media marketing strategies.
5. Social Media Marketing and Consumer Purchase Interest: Social media marketing has been proven to have a positive and significant influence on Consumer Purchase Interest. This confirms that effective marketing strategies through social media, such as engaging content, good interaction, and targeted promotions, can increase consumer interest in buying the products or services offered.
6. Digital Marketing, Social Media Marketing, and Consumer Purchase Interest: The results of the study show that digital marketing has a positive and significant influence on Consumer Purchase Interest through social media marketing as a mediating variable. This means that a good digital marketing strategy can increase Consumer Purchase Interest if integrated with an effective social media marketing strategy. In

other words, social media is an important channel to translate the impact of digital marketing into purchasing decisions.

7. Consumer Behavior, Social Media Marketing, and Buying Interest: Consumer behavior also has a positive and significant influence on Consumer Purchase Interest through social media marketing. This shows that supportive consumer behavior, such as the habit of interacting and searching for information on social media, will be more effective in driving buying interest if supported by a well-planned social media marketing strategy.

The results of this study provide several important implications for the management of *Online Food Delivery* actors in an effort to maintain and increase customer loyalty through optimizing digital elements such as digital marketing, Consumer Purchase Interest, and social media marketing. Here are some practical implications based on the findings of this study

1. Digital Marketing and Consumer Purchase Interest: Marketing managers need to evaluate their digital marketing strategies and ensure a more personalized and relevant approach for consumers. For example, using analytics data to understand customer preferences and construct digital advertising campaigns that are more focused on consumers' specific needs or problems, so that they can increase buying interest directly.
2. Digital Marketing and Social Media Marketing: Digital marketing needs to be more integrated with activities on social media. For example, managers can direct a large portion of their digital marketing budget to improve interactive content on social media, such as short videos, live streams, or social media-based loyalty programs, to expand audience reach and increase consumer engagement.
3. Consumer Behavior and Consumer Purchase Interest: Managers need to understand consumer behavior more deeply through surveys or interviews to identify other factors that influence purchasing decisions. Then, the results can be used to develop appropriate promotional strategies, such as providing product education through informative content or presenting product demos on various marketing platforms.
4. Consumer Behavior and Social Media Marketing: It is important to encourage active consumer participation in social media, for example through user-generated content

(UGC) campaigns, such as asking consumers to share their experiences using the product. Managers can provide incentives such as gifts or discounts for consumers who actively contribute, so that consumer behavior can be used to strengthen marketing on social media.

5. Social Media Marketing and Consumer Purchase Interest: Managers need to prioritize investment in social media marketing strategies, for example by increasing the frequency of posting relevant and interesting content on platforms such as Instagram, TikTok, or Facebook. The use of targeted influencer marketing can also be a strategic step to build consumer trust and encourage buying interest.
6. Digital Marketing, Social Media Marketing, and Consumer Purchase Interest: Managers need to integrate digital marketing with social media marketing, for example by running digital advertising campaigns that are directed directly to the company's social media accounts. In addition, utilizing social media features such as "shop now" or "swipe up" can make it easier for consumers to directly make purchases from social media.
7. Consumer Behavior, Social Media Marketing, and Consumer Purchase Interest: Managers can take advantage of active consumer behavior on social media by creating continuous interaction programs, such as polls, Q&A sessions, or daily challenges that are relevant to the product. This strategy not only increases engagement but also builds consumer trust in the brand, which ultimately increases buying interest.

Based on the findings of this study, it is recommended that further research be conducted to cover more variables that can affect Consumer Purchase Interest. Mediation variables such as consumer trust in the brand or consumer experience when using the product are some examples of mediating variables that can be included in this study. In addition, research can be conducted in various industries to find out if the relationship between these variables is consistent in various contexts. Additionally, qualitative techniques such as case studies or in-depth interviews can provide a deeper understanding of consumer motivations and the emotional components that influence their interest in purchasing goods. Finally, it is suggested that future research use more advanced analytics technologies, such as social media sentiment analysis, to understand consumer behavior patterns in real-time. This will allow the research to be closer to the real world.

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